Published Weekly at 184 West 68th St., New York, N. Y., by Variety, Inc. Annual subscription, 38, comple copies, 16 cents. Entered as second-class matter December 33, 1805, at the Post Office at New York, N. Y., under the act. of March 2, 1875. COPTEMBERT, 1834, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 113 No. 13

NEW YORK, TUESDAY, MARCH 13, 1934

64 PAGES

UDE 'TOUCH' \$3,000,000

Trenton's Mysterious Stock Co.; No Biz, but Shows Go On and On

Trenton, March 12.
State Theatre Players began their 22d consecutive week of stock here tonight (12) with a production of Another Language, establishing a new record for Trenton, but theatre men continue to wonder how much longer they can continue. Company has not encountered a really profutable week since launching the stock company early last full and all Trenton is speculating who the angel can be.

Trenton simply refuses to patronize stock. Majority of the populace still isn't even aware that this city boasts such an outfit. After five months the management still finds

months the management still finds necessary to advertise on placards and biliboards 'not a the placards and billboards not a moving picture. Although the company has proven itself competent from the start, improving weekly and bringing to Trenton established successes of the past several seasons, both commercial and artistic, grosses have seldom managed to meet the weekly nut. Radical reductions in the scale of prices, exploitation stunts, two-for-ones and other innovations (Continued on page 58)

(Continued on page 58)

FRISCO USHERS FIGHT BATTLE OF MARKET ST.

San Francisco, March 12.

Most of the ushers, male and
female, in this town look as though
they had just attended an Irish tagday with brioks. It's all due to
aldo-door crashers.

The overhead on bandages, tape
and arnica has gone so high that
house managers finally went to the
city fathers and the gendarmes now
have orders to grab anybody lotter
ing around the side doors of theatres. The chiselers have actually
been battling their way to free
seats.

About a dozen lads have been

About a dozen lads have been hauled before judges in the last week. One received a 90 days sentence, suspended.

Educational Blaze

Cleveland, March 12.
Educational film show at a local
high school resulted in some excitement when a blaze started as the
operator was threading his machine.
Luckily, the students were only
being assembled to march into the
auditorium at the time.
Picture to have enlightened the
upils was 'Gold Diggers of 1933.' Cleveland, March 12.

Scully's Luck

Frank Scully is having his troubles with the Hays office. For wants to buy the title of his book for invalids, Fun in Bed. The Hays office is aghast.

aghast.

Simon & Schuster, Scully's
publishers, practically had the
deal set. Asked \$5,000 for the
title, on the basis of \$5,000 a.
word, then compromised on
\$5,000. Max Schuster points
out that 'in' is a pretty small
word anyway.

ord, anyway. Scully is making book at 5

N. Y. CAPITOL'S \$17,000 SHOW

Loew's Capitol on Broadway returns to heavy money stage shows next week (16) with a \$13,000 expenditure for talent atone. Additional cost of production and the house orchestra boost the price of the show to around \$17,000.

Jimmle Durante will headline at his studio salary and a percentage split. Next in price is Lou Holtz, who is in, for \$4,000. Polly Moranis on the same bill, along with Armida, 36 Sarah Strauss dancers and a couple of minor specialty acts. Being replaced by the Strauss line, the Capitol's regular troupe of Chester Hale Girls will be dropped for the first time in eight years, although just for the one week. They have had the longest consecutive run for a permanent line in any major picture house in the country.

WAITRESSES DOUBLE IN S. AND D. IN NITE SPOT

Minneapolis, March 12.
Most unusual night club here, called the Fiji, employs only waltresses who can double as dancers and singers. The girls receive only the regular union scale for restractions.

ceive only the regular union scale for waitresses.

At specified periods during the evening they doff their smocks and go into song or dance turns.

The club advertises 'free entertainment' and has a five-piece band. It serves only 3.5 beer at 5c a glass and 10c sandwiches.

FOR FINANCING

AFA Petitions President Roosevelt Direct for Aid to Stage Shows—Plan Involves Bills for Institutions and Dark Theatres -\$107-a-Day Budgets

16-PEOPLE UNITS

United States government has been petitioned to save the stage end of show business, where it concerns performers in vaudeville, presentations, tabloids, minstrels, carnivals, fairs and floor shows.

American Federation of Actors is saking Uncle Sam for a \$3,000,000 'touch' for revival purposes. A letter and administrative drast outling the plan was sent to President rankin D, Rooseveit last week by was received from the Chief Executive vesterday (Monday, 12), stating the matter had been taken under advisement and an early decision would be forthcoming.

The plan, in short, would put actors to work in units that would play free shows in hospitals, prisons, sanatoriums and other public institutions, along with regular en(Continued on page 63)

(Continued on page 63)

Find NRA Factor in **Daylight Saving Problem**

Reading, March 12.

Agitation for and against daylight saving time is up for consideration again by theatre managers here. NRA has already changed industrial working hours so greatly that the original objective, more daylime recreation, has been eliminated.

WAX BANGTAILS

WAX BANGTAILS

Chicago, March 12.

Victor is waxing a horse racing and betting record for parties. Novelty comes from Europe.

Horses in the race are numbered one to siz, with no way of telling which of the half-dozen horses will win. Trick is effected by means of cross-grooves in the recording. After each player picks a number the needle winds its way through the maze of recorded grooves which play sound effects of crowds cheering a horse race.

Air Listeners Are Top Squawkers To Three-Way Comic Will Rogers

Horse Sense

If there's one thing George Godfrey, new an indie booker, knows, it's the rear end of a horse.

horse.
The two men doing the Black Beauty prop horse act at the Folly, Brooklyn, which Godfrey books, Sunday (4) switched their respective front and rear

gosts, Godfrey ran backstage, crying: 'Are you trying to jeopardize my position in my ace house?'

BEST BETS FOR ACADEMY PRIZE

Hollywood, March 12. Although ballots for the Academy award elections will not be opened until the night of the banquet, this Friday (16), survey conducted among those already voting show the following can be expected to get trophies:

Charles Laughton ('Henry the

Charles Laughton ('Henry the Bighth').

May Robson ('Lady for a 'Day'), with Katharine Hepburn close run-ner up on 'Morning Glory.'

Foa for best picture of year, 'Cav-alcade.'

alcade.'
Radio for best two-reel comedy,
'So This Is Harris.'
Educational for best novelty
short, 'Krakatoa.'
Walt Disney for best cartoon,
'Three Little Pigs.'
Frank Capra for direction, 'Lady

for a Day.'

LACK OF ROAD SHOWS AIDS BOOK PUBLISHERS

Slack of legit touring attractions has become a boon to book publish-ers in a roundabout way. Publica-tion of plays in book form is more successful than it has been in many

successful than it has been in many years.

Answer is said to be that there's a dearth of legit available in the hinterland. Clubs, schools and similar organizations have been sold on the idea of reading plays. Thus they are using modern and current Broadway nlays should similar and current are using modern and current broadway nlays should similar and the second statement of the second Broadway plays almost simultane-ously with their release.

Hollywood, March 11.

Radio dial turners are 20 times as heavy squawkers as film fans and 400 imes more critical than readers of ewapa pers.

This is the opinion of Will Rogers, who is the only current three-way guy to get fan mail from readers of newspapers, his see and hear film audiences and listeners-in from his broadcasts.

broadcasts.
According to the comic's ratio, for every fan letter criticizing his newspaper comment he receives 20 from kickers about some scene or dialog in his pictures and for every film beef he gets 20 from ether commenters. commenters.

Of every score of air fan letters he claims that eight tell him he is a heel, eight say he is a super-heel and four declare he is the berries.

IOWA CITY IN HUFF ON BLANCHE BATES' SNUB

Iowa City, Ia., March 12.
This town, especially Mayor D. Breene, is plenty burned over Blanche Bates remark in a recent mag splurge, to the effect that she has played every tank town in America, but never heard of Iowa City.
Rib is taken to heart here because this is a state university town, and is always pienty warm to legit attractions.
Nobody out here ever heard much

'Nobody out here ever heard much of Miss Bates either,' commented Mayor Breene.

Time Marches On

Baltimore, March 12.

Ex-Mayor James H. Preston, his son Wilbur and Edward C. Carrington of New York will open a nitery in the old Preston mansion around April 2, or as soon as remodeling is completed.

The 30-room brownstone front was erected more than 80 years ago by Gen. John Eager Howard, and has since served as residence of the late Gov. Frank Brown, and for past 35, years has been the home of Ex-Mayor Preston, who now vacates to take an apartment.

Located in the generation-ago snooty Mt. Vernon Place sector, spot has been scene in years past of many of burg's most important political and social events.

The HOUSE OF ROTHSC

MERITS FRONT and BACK PAGE ATTENTION Back Cover

'MEDICINE SHOW' PROBLEM

Sponsor Fears Confusion of Program PILLS, SYRUPS Plugging Both Laxative, Dentifrice

Bristol Myer Co. would like to consolidate the Ipana show and the Sal Hepatica stanza with Fred Allen into a single program running an hour but the drug manufacturer is arraid that the identity of the two products would be lost in the scuttle. It in the meantime, the dual plus problem can be solved to the commercial's satisfaction, the merged round of the clock will make its debut the second week in Annie In NBC, current release for both the dentifrice and laxative half-hours.

its debut the second week in Aprion NBC, current release for both
the dentifrice and laxative halfhours.

Account figures that it's tough
enough to educate the listener to
associate a program with a single
product and that doubling up on the
brand identities might react unfavorably from the sale angle forboth Ipania and Sal Hepatica. In
the event Bristol Myer okays the
rulh hour idea, a single ad agency
wift be designated to supervise the
show. Under the present agency
allocation, Pediar-Ryan has the
lpana affair while Benton-Bowles
is producer of the Fred Allen whill.

GENERAL MOTORS BIG FIREWORKS MAY 1

General Motors is lining up a parade of outstanding celebs of bath the amusement field and the front page for a single hour over either NBC or CBS May 1. Occasion will serve to introduce the models of one of its passenger car brands.

In its quest for names the motor combine has expressed a preference for personalities who have had no previous commercial contacts.

Pay Tilt for Spielers

Chicago, March 12.
Appears that after a long series of petitions, conferences and discussions the announcers on the local NBC staff will get salary advances Investigation of the announcer setan outside organization has en concluded here with indijust been concluded here with indi-cations that the investigating com-mittee will recommend upping the announcers' salaries and an adjust-ment of the sustaining and com-mercial wage disagreements. Some time ago the announcers locally asked for a set scale for the spielers, starting at \$125 and rising vearly to £200 ton with the an-

yearly to \$200 top with the announcers stating that they would be willing under this arrangement to discourage additional commercial fees.

Dr. West Set

Dr. West Set
Chicago, March 12.
Dr. West toothpaste's Trank
Dr. West toothpaste toothpaste
Dr. West toothpaste

Kansas C. St. Louis. sas City in addition to KSD in

Bestor-Benny

Don Bestor's combo has been paired with Jack Benny for the General Tires show, which unveils on NBC's red (WEAF) link April 6. Benny closes for Chevrolet Sunday before. General Tire's niche 18 from 10:30 for 11 p. m.

Bestor will double as for Benny.

BOICE HITCHED

Tuesday (6). Bride was Mrs. Eleanor Fulton Hitchcock of Stamford, Conn.

Marriage took place in Stamford.

Frank Buck on Air

Chicago, March 12,
Frank is set as the next
headliner in the Palmer House show
on NBC. Buck comes into Chicago
for the job.
Salary for stint inderstood to be
\$1,300, set through the Biggle Levin
office here. Buck is the cinematic
catcher of wild beasts has
starred in a movine
pletures.

ADVERTISERS OKAY BATH **NIGHT**

With the acquisition of the La-France washing powder (General Foods), and Colgate dentifrice ac-counts, NBC feels confident that it has gone a long ways toward break-ing down the Saturday night fine. ing down the Saturday night linx. If such major national advertisers as General Foods and Palmolive-Colgate-Peet have been solidly sold on the effectiveness of Saturday night broadcasting there's every reason to believe, figures the network, that the general run of mechaniser will follow suit and view the weekend schedule in a more teasurable light.

chandiser will rollow such an author we weekend schedule in a more favorable light.

Entry of the LaFrance and Colgate delegations gives NBC's red. (WEAF) link two solid hours of commercials Saturday vening, with these extending from 9 tening, with these extending from 9 tening, with these extending from 9 ten 10 to 10 clock. Washing powder and toothpaste take a half hour each end Essex-Hudson supports the 10 to 11 stretch. To take care of some more Saturday night business for this same loop that the web is working on the Boston Symphony orchestra is being moved to a Friday matinee spot.

PENDING RADIO LAW STOPS WAPI LEASE

irmingham, March 12.
.Committee appointed by the three state colleges, owners of WAFI, Birmingham, to decide whether Bascom Hopson is to be given an extended lease on the station last week refused. Hopson had asked a 10-year extension and was willing to week refused. Hopson had askeu a 10-year extension and was willing to spend \$30,000 on a vertical antenna in order to get full time. Station is now sharing with KVOO, Tulsa.

Okla.

Gov. B. M. Miller, a member of the board, said in refusing the extension in view of legislation now pending in congress for radio allo pending in congress for radio allo-cation of facilities the board is not prepared to extend the lease.

PURE OIL CO. SEEKS RADIO PLAYHOUSE

Charlotte, N. March 12.
Thre Oil Company isting on a Radio Playhouse for its Pure Oil Dixie Minstrel program. Calls for tickets of admission to the studios of WBT, where the show goes on once a week with 22 people and a 10-piece band, are so great that only. a small minority can be accommodated. nmodated.

Fearing that irritation on the part of customers desiring to see the show and being turned down will, in part, spoil the good-will that the company seeks to build, the con-

28% of NBC Accounts in Drug and Cosmetic Classification - Radio Men Think It's Too Much

DROPPING LAXATIVES

In decrying radio's tendency to assume the aspects of a glorified medicine show the critical elements within the assume the aspects of a glorified medicine show the critical elements within the trade are pointing to NEC's list of clients as supporting evidence for their contention. For the first time in the history of the web the drug and cosmetic manufacturers top the NEC roll of accounts in both number and percentage. Compared to a year ago the percentage of drug and cosmetic business is almost double.

Of the 134 advertisers on the NBC books as of March 1 this year 28.3% are of the drug and cosmetic category. For the parallel date in 1933 NBC had 104 clients and of these 19% were allied with the medicine and beauty article class, while the food distributors rated 40%. This year the packers of eatables represent 27.6% of the total.

In numbers the drug and cosmetic companies last year tailled 20. This year the classification accounts for 38 firms. Among the foods the dropoff was from 42 to the current alignment of 38 accounts. That the networks themselves have become aware of the medicine

off was from 42 to the current alignment of 38 accounts.

That the networks themselves have become aware of the medicine show flavor is evidenced, aver these critical elements, by recent publicity releases. Announcements have been to the effect that with the expiration of their current contracts certain types of drug accounts, notably laxatives, would be dropped from the network books.

Broadcasting in general runs hot and cold on patent medicines and cosmetics making therapeutic claims. It varies a good deal according to the degree of prosperity enjoyed at the moment. If business falls off there isn't so much tendency to question the medicine programs.

CLEVELAND APPLICANT

CLEVELAND APPLICANT

Cleveland, March 12.

Newcomer to the ether situation in this city is in the offing following the application of Lucien R.

Gruss for a construction permit.

Gruss wants a new station to operate on 610 kc, 500 watts, during the daytime hours only. No mention made of night broadcast.

Sykes Endorses, Bellows Criticizes, Pending Abolishment of FRC and Creation of New Air Regulations

Washington March 12.

Federal moves to provide new deal for broadcast and communication industry got under way in carnest last week with Senate Interstate Commerce Committee open-ing hearings on Dill bill abolishing

PHILADELPHIA COMPETITION KEENER

Philadelphia, March 12, of opposition from esidents of the suburban Sixtyninth street section, WPEN gets

residents of the suburban Skxtyninth street section, WPEN; gets
permission from the Zoning Board
of Adjustments for the erection-of
its new transmitter there. Affiliate
outlet, WRAX, now-operating on
1020 kilocycles, will divide time with
the sister station and clear the
channel for KYW's move from Chicago. Howard Prazer is consultant
engineer on the job.
At the same time; the Federal
Radio Commission grants removal
ilocense to KYW for transmitter
erection at Whitemarsh, Pa., and
studios to be built in the local Westinghouse, plant. 'It was supposed
that the Chicago station would build
studios in the centra! Philly area,
but the announced location sets it.
Into the West Philadelphia territory, a short jump from the metropolitan business district.
WPEN, now out of the cheap time
class, will furnish heavy siedding
for the rest of the local 500 watters,
while KYW is calculated to press
the monopoly of WCAU high-power
position. Reports have it that KYW
should settle in-Philly during the
fall season.

Chicago, March 12.
Further evidence that KYW, the local Hearst station affiliate with the Herald-and-Examiner, will use every effort to remain in the city throughout the Fair before moving to Fhiladelphia is seen in the station's request to the Federal Radio Commission for extended time.

lishing new commission with sweep-ing powers.

Determination to push measure

Determination to push measure through during next five weeks was displayed at both ends of the Capitol. Hearings before House committee are slated to start within the next week, though no definite date has been set. Probably Rayburn communications measure will be taken up as soon as hearings mish on motion picture legislation. Scrapping of present agency was urged by Judge Eugene O. Sykes, Radio Commission chairman will objections of broadcasters were roted by Henry. Bellow's (CS) appearing as chairman of legislative committee of National Association of Broadcasters. Only other witness last week was Commissioner Frank McManamy of Interstate Commerce Commission.

Frank McManamy of interstate Commerce Commission.

Asserting that broadcasters are wholly in accord with Fresident Roosvelt's intentions as expressed in recent message to Congress, Bellows protested that pending measures go far heyond scope of White House plans, Our essential objection to this bill concerns itself, with those plans, Our essential objection to this bill concerns itself, with the second to the bill concerns itself with the second of the properties of the properties of the second the second that the second

sion limiting term of licenses to one year is superfluous since existing commission never has extended time under its present authority to issue permits for periods not longer than three years. Questions of time should be left to the new agency for decision, he said.

Criminal powers of commission, Bellows said, are excessive and unwise. Attacking provisions which would give new agency authority to levy fines up to \$1,000 a day, NAB spokesman declared that the new board would be at once judge, prosecutor and jury.

spokesman declared that the new board would be at once judge, prosec-cutor and jury.

Other provisions assalled included section 'requiring broadcasters' to give equal opportunities to all per-sons speaking in behalf of candi-dates for political office, protesting that: since the present situation is intolerable, this bill will make it very much worse. Bellows wound up with condemnation of portions of Dil bill eliminating right of ap-peal from commission orders, pre-senting a brief legal memorandum prepared by Duke Patrick, former commission general counsel which urged that present provisions be re-enacted instead of leaving new law 'slient and defective upon such a

enacted instead of leaving new law selient and defective upon such a substantial question. Endorsement of bill by Judge Sykes was tempered by request for certain minor changes and criticism of the so-called Davis Amendment to the present law.

First steps toward curbing free shows of all descriptions and for restricting competition of free radio performances were taken last week under NRA auspices when delegations from film legit, and radio code authorities got together to talk over the situation.

While all member: present resolutions which completely dough the issue of radio competition with picture and legit theaters. Further artion is expected, however, and spokesmen for films and drama, were optimistic when session ended.

Although no members would talk for quotation, reports; were that the articles and legit theaters for the articles and legit theaters. Further articles is expected, however, and spokesmen for films and drama, were optimistic when session ended.

Although no members would talk for quotation, reports; were that first spokesmen for films and drama, were attending the proposed the issue of radio competition in the fight, publishing a resolution of this type was reported ready for presentation but shows no open the fight, publishing a resolution of this type was reported ready for presentation but shows of admission would scheler, and the control program would at the control program on the first present at mability to grant the resolution of interior present and the pression of the so-called Davis Amendment to the present land the press, Senation of the press, Senation Davis (would and Ames Bald, Carlo, and James Bald, Carl

Films, Legit Attack Free Radio

Broadcasters Assert Issue Overstressed-Injury Not Proved

Washington, March 12. Washington, Marca 12.
First steps toward curbing free shows of all descriptions and for restricting competition of free radio performances were taken last week under NRA auspices when delegations from film, legit, and radio code authorities got together to talk over the citually.

displayed resentment toward sug-

gestion.
Group—including Ed Kuykendall
and John Film of film code authority, Louis Krausse and Henry Moskowitz for legit, and James Baldwin, John Shepard, 3rd, Frank Russell (NBC) and M. L. Runyon (CBS)
whoreased their regret at inability

Des Moines Housewives' Knowledge Of Program Sponsors Rates High

cated the person was not a radio fan or regular listener.

In following rograms are on itted from Vaniert's sponsor identification survey in the city of Des Moines, Boake Carten, Myrt and Marge, Easy Aces, Casa Loma Orthestra, Casa Lo replies on the logic that this indi-

Next week: Burlington Vorment

Scared Motorists

Charlotte, N. C., March 12, Something new in interviews appeared on the "Min on the Street program over WIT" ast week. Mayer Arthur II. Wearnhad the police department detail two officers to stop cars at a busy downtown street intersection so that Crady Colconductor of the progracould interview them connering traffic coinditions. Officers assigned to the broadcast sincled out motorist and brought them in to the curb. Most of them were, so delighted to find that they were not to receive a ticket that they talked readily. Period was going so well that at the end of the regular time it was extended for 15 minutes and another local program can.

extended for 15 minutes and another local program can-

celled.
Station started a rive for street safety recently, and this program fitted into the campaign.

Dropping Jack Benny As Sales at Height Irks Chev. Dealers

Lincoln, March 12. Nebraska Chevrolet dealers seer thunderstruck at the annuoncement

Nebraska Chevrolet dealers seemed thunderstruck at the annuoncement of GM plans to drop Jack Benny in April. Several agency heads called their-entire staffs together to ask the general opinion of the change from the comic to just an orchestra on the Sunday nite program. There was general, sorrow all around. Benny's programs rate high in this section and seems to have been a good warning point for the salesmen to start off their song-and-dance with when a customer comes in. Dealers said decision to swap to an orchestra about June, with Benny's return in the fail, wouldn't be bad, but April finds the heavy selling just setting under way and with the good listener out, it's unfortunate.

AUTHOR BOASBERG SUES BENNY FIELDS

Los Angeles, March 12.
Benny Fields faces a \$5,000 recovery and accounting suit filed in Superior Court by Al Boasberg as a result of an assertedly broken pact whereby the writer was to be paid one-third the salary of the radio entertainer in return for a broadcasting sketch furnished by Boasberg.

casting site on audition based on this sketch, Boasberg's complaint recites, which landed Fields a lucrative job. Fields is currently ethering on the Shell Oll program.

Quaker Show to Follow Babe Ruth on B. B. Tour

Chicago, March 12.
Quaker Oats slated to go on NBC
shortly for its Puffed Rice, and
Puffed Wheat products. On the
Blue web out of Chicago three times
weekly from 8:45 to 9 p.m.
Agency is Pletcher & Ellis. Understood show will be built around
Babe Ruth. Show will follow him
on his baseball trips.

Hotel Commercials

First New York hotel to join BC's commercial list is the Great NBC's commercial list is the Great Northern. Campaign, which started last Wednesday. (1), is, however, confined to WEAF. Angelo Ferdinando's string combo fills the quarter hour niche, plotted for 11 o'clock Wednesday nights.

WOR does a late Sunday matinee plug for the St. Morltz, with the copy stressing the hostely's cocktail hour and dinner.

Frost's Team Hunt.
San Francisco, March 12.
Lew Frost, program director of NEC, is in Hollywood on a talent search, tilcularly seeking a comedy team to replace Tim Ryan and Irene-Noblette, who have left for New York where the William Morris agency is settling them for a radio apot.
Frost spending a week there before returning. fore returning.

Air Line News

By Nellie Revell

Fred Allen, with Portland Hoffs, Jack Smart, Minerva Plas, Liener Stander and Irvin Delmore, and Ferde Grofe's band, auditioned an hour show Thursday at NEC, for Benton and Bowles, the new program, it bought, to replace the present Sal Hepatica-Ipana programs. Both products are made by Bristol & Meyers, but Peddler and Ryan handles the toolthnaste and B. & B. the salts. Both agencies are contesting the advisability of one program for two products. P. & R. saying it's natural property of the program for two products. P. & R. saying it's natural program for two products. P. & R. saying it's natural program for two products.

Editors Will Be Boys

Several radio editors gathered at the NBC when the Marx. ros. began their CBS commercial and went to the NBC pross department to get. WABC on the other network's loud speaker. As the brogram began, one of them noticed the chorines in the Radio City Music Hall, opposite the NBC press department on 56th street, resting between shows. Now maybe the Marxes know why they weren't reviewed by all the dailles.

General Mills will sponsor an hour breaddast over Columbin from the Radio Playhouse March 24; talent already booked by Blackett, Sample and Hummert includes Abe Lyman's band, Jean Sargent, Tamara, rett Marshall, Helen Broderick and others. It's expected to be the in a series of hour programs,

RCA Bidg. Peep Shows

RCA building is acquiring a reputation as the city's house of peep shows. Some of them include the NBC tous, with its braided guides as unmounted police, the tour of radic city, the view from the tower (at 56c a look), Mayor LaGuardia's slot machine exhibit, the first Municipal Art Show, the well publiclead murals, Mr. Poster tour and several others, including ancient coins, in the main floor corridor.

All CBS 3tage Show

An all-Columbia stage show has been booked for Loew's Valencia for the week of March 23. Individual acts, which have been built into a production include Tony Wons, Keenan and Phillips, Tito Guizar, Gypsy Nina, Phil Cook and George Hall's orchestra, with Loretta Lee, soloist This is Hall's first vaudoville date since he opened at the Taft nearly these years ago.

Short Shots

Charles Provin and his orchestra follow Ted Weems for Realsilk early in April... Vera Van has recovered from laryngitis and resumes on the George Jessel show next Saturday... Phil Baker celebrates his first, year as the Armour Star Jester this Friday (16)Kathleen Lookhart, wife of Jean Lookhart actor and songwriter, is auditioning an English comedy chatter skit... After only three weeks on a WINS sustaining, Margaret Wilson landed a commercial for the National Beauty Co....John Martin, former CBS announcer, is now in the NBC sales; department... James Saphior managing Lee Leonard, Beasle Mack's protege... Howard Fhillips and Harold Levey start an NBC ommercial soon for Mohawk Rugs... Proul Louis, new personal representative of Ferde Grofe, who is, opening his new, headquarters at the Waldorf-Astoria... Vernon Raddiffe, back from the Seth Parker tour, will return the Miniature Theatre to NBC Saturdey nights... Billy K. Wells is writing a vaudcyllic sketch for Jack Pearl and Cliff Hall.

for Jack Pearl and Cliff Hall.

Helen Morgan and Leith Stevens are headed for a new CBS com tercial... Absorbine, it has bought time on WOR... Fess Williams and his orchestra are now on WHN from the Brooklyn Roseland. Lewis James of the Revellers has the mumps... Fred Waring's Fennsylvanians will celebrate the 15th anniversary on their Sunday (18) CBS broadcast ... Harry Reser is planning a sbage comeback with a combination consisting of eight accordions and one balalaiks... Kay Reed. WNEW organist, in Boston each Sunday to fulfill a special organ recital at the Boston College Auditorium. She is a nicee of Mayor Mansfield, of Boston... Seth Parker renewed for four weeks by Frigidaire, but uncertain as to what's going to happen after that period has expired... Mary Small took a Fox test last week... Gppsy. Nina, Little Jack Little and his band and Do Re Mi make a short for Faramount this week... Extax broadcast goes back to CBS studios when Chesterfield starts. Extax broadcast goes back to CBS studios when Chesterfield starts is thrice weekly broadcasts from the Radio Playhouse, with Andre Kostalanetx, Nino-Martini, Rosa Ponselle and Grace Moore.

lanetx, Nino-Martini, Rosa Ponselle and Grace Moore.

Cossip

Tito Guizar, Vincent Sorey and Vivlenne Butler are booked for a Town Hall recital April 5 to sing, fiddle and dance, respectively.... Alfred McCosker, Woß president, back in town after a week in Washington on the radio code...Julian Street was a Juror last week.... (Gypsy Nina replaces Arlene Jackson for Purol....Jack Pearl a Kentucky colonel... Betty Marthell, CBS singer, goes on the WOR Ohrbach show beginning tonight... Mrs. Charles K. Harris is trying very hard to bring back one of her late husband's song hits, Tim Trying Hard to Forget You'....Nancy Kelly, 12-year actress in the Wizard of Oz', has written an adaptation of The Golden Circle and it will be staged on The Lady. Next Door's' NBC program... Elliot Shaw is out of the hospital.... Harpo Marx is scheduled to do a couple of guest appearances for his brothers on the Amoco commercial... Ruthrauft and Ryan agency now handling Hinds Honey and Almond Cream away from Lenon & Mitchell Rudy Vallee will play at Manhattan Beach this summer from 2 to 6 every afternoon... Jack Benny starts his commercial April 6.... Oxol has requested the return of Gordon Grant to its trio and the change back to the old personnel will probably occur in two weeks, Brooks Allen going out.

Stand By

Terraplane is planning to switch to two half hour shows instead of the hour now used....Grace Line is auditioning a WOR program with Pelix Reisenberg as m.c....Buck Rogers and Mystery Chef renewed on CBS... True Story, has bought time for a second broadcast on NBC Sunday nights for a coast hookup...Porter Hall's three-year-old young-ster recovering from pneumonia... There's an NBC tobacco on sale now...Rhythm Boys and Bert Lahr make a short in two weeks....
Jack Meyers will be the orchestra leader when Littman's znen to three times a week on CBS... Leo Reisman is getting to be known as Ziegsy, the second, from his telegraph sending habits...NBC has picked up its management option on Martha Mears...Bill Stuller was out west to attend the funeral of his father...Bernie Prociter, CBS station efficiency and program expert, is back from a survey of the CBS Minneapolls, Chicago and St. Louis stations.

WNEW'S 4TH MAESTRO

WNEW, Newark, the Milton Blow station, has just hired its fourth musical conductor. He is Leonard

Those preceding Joy in the berth during the last couple of months include Roxy Lallocen, Zuel Parentheau and Willie Stoll.

TRANSFER ARMIDA

Armida, scheduled to appear the current week at the Hexy, N. Y., Was released by Fanchon & Marco, at the request of Louis K. Sidney of Loew's wants Ar ilda for the Jimmy Durante show which noes into the Capitol this Friday (16).

Program Sponsor Identification

Questionnaires tabulated from the following: Housewives, 39; stenog raphers, 12: teachers; cooks, 2; telephone girl, 1; saleswomen, 6; so-cial workers, 2; mechanics, 6; students, 4; promoter, 1; clerks, 10; sales-men, 3; executive, 1; insurance inspector, 1; laborers, 5; unemployed, 1. (95 REPLIES)

	Sponsor Correctly	Sponsor Wrongly	Sponso. Not
	Named	Named	Known
Maxwell Show Boat	90		5
Maxwell Show Boat Amos 'n' Andy	84		11
Eddle Cantor	82		18
Ed Wynn	79		13
Ed Wynn Wayne King rchestra	77		18.
Rudy Vallee	7.4		
Jessica Dragonette Metropolitan Opera			21 .
Moteonolitan (Conse	** ***		. 29
Class 1	62		31
Ciara Lu ano Em	61		31
Phil Baker.	58		37
Joe Penner	56		35
metropolitan Opera Clara Lu and Em Phil Baker Joe Penner Paul Whiteman	44		45
Paul Whiteman	. 43		52
Edgar A. Guest	41		53
Bing Crosby	28		62
			66
Will Rogers	01		
Hanny Marlish	44		74
'Rise of Goldbergs' Harry Horlick	18		.72
Burns and Allen	. 13		81

SCHENLEY SWITCHES I. D. LEVY GIN SHOWS

Philadelphia, March 12.

I. D. Lovy, as head of the Radio Promotion Corp., with a tie-in for Schenley's Silver Wedding Cin, will take off the local gin show from his own station, and Boake Carter's sport disc program from key cities of the wet east—and, will return in two weeks for a new Schenley rye product. This new deal widens the percentage scope of Levy's arrangement, spreading from the gin additional whiskey coverage.

It is understood that Schenley will bring out five different brands of rye, under a new ageing process, bottled in fifths and selling for \$1.50. Since the low price will probably switch the customer from gin to rye. Silver Wedding Gin air plugs will be stopped, with Levy resuming the same set-up for the new whiskey in about 15 days.

Autos Eye Downey

Detroit, March 12.

While playing the Fox Theatre here this week Morton Downcy is auditioning for three radio programs. On two of them Nat Brusilloff is also being used with a 45-plece orchestra and a singing choir is being used.

Understood prospective sponsors are of automotive group.

CONLON-GLASS OFF KFWB

Hollywood, March 12. onlon and Myrtle Glass, de pair, are off KEWB. Jimmy Conlon and Myrtle Glass, former vaude pair, are off KEWB.
They were on weekly with a 15-min. comedy serit!

WRATH TO COME

Code Authority Will Knuckle Dow On Chiselers

On Chiselers

Broadcasting code authority is currently engaged in marshalling the necessary evidence preparatory to cracking down on several of the larger stations for chiseling practices. As the industry's policing coterie has it mapped out, the best way of forcing a general toeing, of the mark would be to make examples of the more prominent violators of the code's provisions. Stations cited will be handed stiff sines and threatened with the loss of their operating licenses for the next offense. Code authority will also make it a point of seeing that these exemplary cases get the right dose of publicity not only in the

dose of publicity not only in the trade, but through the newspapers

KSO Carries Battle

Davenport, Ia., March 12.
Application for removal of station
KICK from Carter Lake, Ia., to this
point by the Palmer School of Chiropractic, has been set for hearing
on April 23 by the Federal RadioCommission. The removal involves
change of frequency, power and call
letters to WOC.

The hearing is a forced one and against action of the radio commission in authorizing the transfer on application. KSO, Central Broad-casting Co., Des Moines, Ia., a subsidiary of the Register-Tribune, is the only, one to, he, heard and that

Diagnay, one to, he, heard, and that, on contents of a written protest.
Objections by a Wisconsin station and WHBF, Rock Island, III., will be barred from the April 23 consideration of the commiss.

WEBS ENTER SPOT BIZ

COMEDIANS GET SERIOUS ON **AUDIENCES**

What is described meeting is tentatively penciled for Thursday (15) of this week. Grouch Marx and Jack Pearl are ringleaders of a miniature convention of

ers of a miniature convention or radio comedians who propose to discuss the merits and demerits of studio audiences for air comedy. Invitations to the meeting have been extended to Al Jolson, Eddie Cantor, George Jessel, Jack Benny, Fred Allen, Goodman Ace, Ray-Perking, Arthur Boran, George Beatty, and others.

Beatty, and others.

A proclamation as befits working conditions for comedians is expected to be issued.

RADIO'S NICE WORK IF YOU CAN GET IT

Minneapolis, March 12. Charles St. Dennis, Chinese dialect actor, had to wait more than a year before he got a change to

actor, had to wait more than a year hefore he got a chance to demon-strate his ability here. Olsen & Johnson finally came along with a radio script containing a Chinese character role. St. Dennis was called in by WCCO and landed a job of a half-hour's duration. Now he's unemployed again.

IN SAME BOAT

Chi NBC, CBS-WBBM Battling It Out With Similar Sailor Shows

Chicago, March 12.

Bailing, sailing over the deep blue air waves out of Chicago this week. Well be two 'old sailty programs, one on NEC and the other on CBS.

On CBS there will be Jim Sarafield who was rushed in on a last-minute call as 'Skipper Jim.' While on NEC, starting today (1) there is that old standby character performer, Cliff Soubler who will ride on a local shot as 'Barnacle Bill.'

That 'Barnacle Bill' show was supposed to start two weeks ago as a sustaining but Soubler was up to his neck with other jobs and what with other objections, NBC sudenly postponed the show: However, one of the salesmen got bus and due to the salesmen got bus and up to the salesmen got bus and up to the salesmen got bus and up to the salesmen got bus and due up the Bunte Bros. as a sponsor which shot 'the 'Barnacle Bill' show in fast.

Jap Gude Goes West

Jap Gude, head of CBS press. leaves this week for Los Angeles to look over the publicity situation in lower California as far as it pertains to the network and if necessary establish his own rep for the area. CBS has been depending for its press coverage around Los Angeles on David Heeman, top p. a. for the Don Lee link, but this representation has been merely part of Heenan's Job.

Under Columbia's current satur

Heenan's Job.
Under Columbia's current setup
the publicity for the entire west
coast is fed out of the San Francisco bureau which has Harry El-

ott in charge. Gude is making the trip by plane.

Ryan and Noblette East

San Francisco, March 12.
William Morris agency is taking the comic team of Tim Ryan and Irene Noblette from NEC and sending them to New York where a commercial is in prospect. Team will play theatre dates in Denver, Omaha, Chicago and Detroit en route.

route.

They've been at NBC for past year, working on the Saturday night transcontinental Carefree Carniya, and doing commercials for Brown Derby beer, after long time as RKO vaudesters.

Swish!

Cosmetic account auditioned last week at NBC using a male fashion commentate whose last week at NEC using a male fashion commentato: whose voice and manner proved a trifle too caresing. Radio mikes, as is true of moving picture mikes, magnify a certain soprano quality in overly-dainty males.

NEC informed the cosmetic that under no circumstances could the fashion commentator go in its web.

Adams, Freeman **Cut of WMCA as** Storer Moves In

A. F. Adams, ,, and Major Tal-hot O. Freeman are out as assistant to the president and executive v.p., respectively, of the Federal Broad-casting Corp., operating lessee of WMCA. Pair exited after George B. Storer last week assumed the FEC presidency. Another move made by Storer was the Junking of the network which linked WMCA to WPO, Providence, and WHDH, Boston.

Boston.

Storer, who bought into Federal substantially, is functioning as operator of the station without salary. At a meeting last Wednesday (7), the FBC's board of directors, chairmaned by former Gov, Alfred E. Smith, invested him with complete responsibility for the outlet's business affairs. Harmonious working arrangement now exists between Storer as spokesman for the FBC and Donald Flamm as prez of the Knickerbocker Broadcasting Co., owners of WAMCA.

During Storer's absences from New York, W. F. Fitzgerald, listed as asst, scorretary and treasurer on the FRC roster of officers, will have charge of WMCA operations. Storer, who bought into Federal

NBC DUMPLING LADY RIVALS IDA ALLEN

Chicago, March 12.

NEC is prepared to invade the homes with its own cooking expert after years of puttering around with makeshift home service programs. Has put Eleanor Howe on the wires out of Chicago for a five-days-weekly run on the blue web with cooking instruction and recipes.

Marke the NBC attempt to compete in this field with CBS, which has been top-spot around the cooking circles through its particular expert, Ida Bailey Allen.

BARRYMORE, ARLISS SET

Aylesworth Seeks to Hold Lehn & ink on NBC

Lennen-Mitchell has set John

Lennen-Mitcheil has set John Barrymore as the initial guest when it takes over the Lehn-Fink Sunday night series from Huthrauff-Ryan April 8. George Ariles is being gured on for the next program, with both picture names doing their bits from Hollywood.

Herman Bernie and Ralph Farnum, latter on the coast, did the placing of Barrymore, and also have been delegated to negotiate for Ariles. NBC has hopes of saving this stanza from moving over to CBS with the April 3 broadcast. M. H. Aylesworth has stepped into the dilemma and may prevail upon the commercial to let the spot ride as in Drug manufacture, wants an earlier release. Current time origin is 10:30 p.m. EST. p.m. EST.

GRIEG-BLAIR ADDITIONS

Chicago, March 12.
Grieg-Blair-Spight, special repGrieg-Blair-Spight, special repit local sales staff. Linton moves in
from WBEM, the CBS outlet here.
Also, in its New York office, the
firm has added Al Willson.

DISLIKE GROUP SELLING POOLS

NBC and CBS Action Follows Recent Formation of Group Broadcasters, Inc. -Networks Seek to Arrest Further Tendency of Affiliates to Enter Sales Deals Rivaling Webs

NBC STARTS APRIL 2

As a protective measure against the self organization of indie sta-tions into spot time selling com-bines, such as Group Broadcasters, Inc., both NBC and Columbia have Inc., both NBC and Columbia have decided to extend their operations, to the booking of spot business for all affiliated outlets. Under this new policy: the network will not only cut the associated station in booking it for network purposes but serve. Engent in selling the affiliate on a spot time basis.

Although the webs have been mulling over the load of dual representation since the early part of

serve. Cagent in selling the affiliate on a spot time basis.
Although the webs have been mulling over tildes of dual representation since the early part of the current season, no attempt was made to put it into crystallized and workable form until after the unveiling of the Group Broadcasters project several weeks ago. Networks realize that they are now faced with the necessity of putting a crimp into the GB promotion and also of preventing the cropping up of other enterprises with similar purposes. By offering to do also their spot time selling for them the webs hope to be able to keep their affiliates ander control.

purposes. By offering to do also their spot time selling for them the weeks hope to be able to keep their affiliates under control.

NEC inaugurates the twin policy April 3. No date has been settled upon by Columbia. In the case of either network the facilities are there for the immediate handling of the spot time proposition. Each has for the past two years maintained a local sales service whose function it's been to sell and clear spot time for the stations owned and operated by the network Associated outlets availing themsel — the network's representation in the matte' of spot time will pa: a 15% commission on the gross for the service. Representation on the part of NBC will be non-exclusive.

Webs hold that their comprehensive coverage of advertising sources places tham in an ideal position as spot time reps for their associated station. If a prospect couldn't be sold on a network proposition the next move would be to bring him into the fold on a spot time basis. Or, a client could be sold on a proposition that called for supplementing a hookup with spot placement by way of disca. Both webs, are also equipped on the transcription end of the business. NBC has its affiliate RCA Victor, while Columbia still has the recording studio which was left on its hands when it dissoived the Judson Radio Program Corp.

Spot time contracts cleared through the networks will contain a movable clause, obligating the station to make way for a network show on two weeks notice. Means that if the web requires the spot fr. a live commercial the disc program will have to be moved to another niche on the outlet's schedule.

Kansas City Star Lists

Kansas City Star Lists Shows of WDAF Rivals

Shows of WDAF RIVAIS

With the starting this week of the arrangement between newspapers and radio stations for the twice-aday news broadcasts, the Kansas City Star began the listing of programs of the major stations heard in Kansas City.

This is a new policy for the paper which has not given the programs of opposition stations to WDAF, the Kansas City-Star, for many months.

Earl, Shepard, Hubbard, Anthony Organize Indie Press Service; **Open Sales Campaign in Chi Meet**

Chicago, March 12.

Chicago, March 12.

Attempts to spread the Indie news service idea into a nationwide profilt-making organization was the purpose of a general get-together meeting here last week of radio station representatives. Entire notion is still largely in its formative stage despite the tentative setup of the group to take in the John Shepard network and several Pacific coast stations, of which Guy Earl of KNX is the guiding factor. Leaders in the meeting at the LaSalle hotel last week were Guy Earl and Stan Hubbard of KSTP. They are two of the foursome behind the organization tentatively known as News Dispatchee, Inc., a California corporation. Besides Earl and Hubbard there are John Shepard and also, it is understood. Earl Anthony of KFI. These have been bearing the heavy burden of the indie pre., service since March 1, which is reported operating at present under an overhead of more than 13,50% weekly with only small revenue at this time.

Purpose of the meeting was to sell this press service to other stations throughout the country, though nothing solid was accomplished other than informing the stations throughout the country, though nothing solid was accomplished other than informing the stations thoughout the country, though nothing solid was accomplished other than informing the stations they deep the proadcasts each day, Besides the service promises to flash all outstanding spet news to stations between these four periods. The stations are understood in the dark as to how much this service would cost and neither. Hubbard nor Earl could state just what the charges would be. Charges may vary from 375 to \$200 weekly, depending upon the power of the sta-

bard nor Earl could state just what the charges would be. Charges may vary from \$75 to \$200 weekly, de-pending upon the power of the st-ton and the local population. The news bureau will not allot exclusive service to any one station in any community but will deliver to as many station as will pay for the privilege.

Washington, March 12. Survivors of Columbia News Sys-m's collapse here have banded to-

Survivors of Columbia News System's collapse here have banded together to start commercial news service for radio stations. Eight stations lined up during first five days of operation and half-dosen prospects in view.

Idea started as result of inquiries by WHEIN, Buffalo Evening. News station, about possibilities of obtaining more Federal stuff through its own bureau here. Original plan was to confine service to newspaper-owned transmitters, but other, stations showed interest and restriction was abandoned.

Covering only news in Federal and Congressional circles, service, supplies frequent 30-word bulleting, designed to provide sufficient matter for three-times—daily broadcaster. Stations pay wire tolls, with fee for service being based on population of cities in which stations are located.

While not admitted to the Capitol

or cities in which gathons are lo-cated.

While not admitted to the Capitol press galleries or to White House press conferences, legmen have ade-quate contacts with insiders in such circles to make certain of dope on latest developments. Application for admission to Congressional gal-leries is planned after service is better established.

better established.
Among principal clients on the
list last week were WBEN, WSTP,
St. Paul, and KFF, Los Angeles,
with prospects in New York area,
New England and several Middle
West cities.
Staff consists of Cecil Owen, former UP and Hearst reporter; Frank
Connor, Jr., and Willam Werble.
Offices have been set u. in Earle
Building, CBS headquarters.

local newspapers have discontinued their news broadcasts, the Boston American has been carrying a box on the front page copyrighting all its contents. The Yankee Network News Service retailates by carrying the following copyright announcements preceding all broadcasts: All news used in this broadcast has been gathered and edited by the staff of the Yankee Network News Service and its own correspondents throughout the nation and foreign countries. Representation in whole or in part is forbidden to newsor in part is forbidden to news-papers unless credit is given to the Yankee Network News Service.

Roy Harlow, assistant to Shepard of the Yankee web, just returned from Chicago, where he attended a meeting and exchanged ideas and compared notes with representatives of other stations operating news services similar to the Yankee.

Some of the local newspapers seem to be unable to make up their minds as just what is a news broadcast. Some list the March of Time and others don't. One paper carried the listing one week and then desileted it the next.

St. Paul, March 12.

After its first week of news broad-casting on the new plan, Radio News Association, Inc., which has as its nucleus stations KSTP (St. Paul) and KFI and KNX (of Log-Angeles), is expanding into a na-tion-wide, news-selling service, ac-cording to Stanley E. Rubbard, and gen. mgr. of KSTP.

and gen. mgr. of KSTP.

Correspondents are all trained exnewspapermen who are paid air
'space rates,' based on the size and
importance of the stories, as and
when they are used. Like a newspaper or mgs space-writer, the
ether-sleuth gets paid by the air
'column.' Station stands wire
charges, whether yarn is used or
not.'

In a talk to KSTP listeners inaugurating the news service, Mr.
Rubbard said, in part: The broadcasting of news by radio stations
is a development that has resulted
from public demand. Here, as in
every other part of the country, listeners have come to expect radio to
supply them not only with entertainment, but with the news of the
day almost as soon as it happens.
This has been a natural, but not a
premeditated development; because
radio - is inherently the fasteat
means of communication.'
Alluding to the Publishers Na-

means of communication. Alluding to the Publishers National Radio committee plan, Mr. Hubbard declared: These periods will be limited to items that will already be many hours old, or not news at all, ... The object, of course, is to prevent the public from obtaining news until the slower medium, the newspaper, has had time to reach its subscribers.

Public Will Decide Best Time for News

lmira, N. Y., March 12.

WESG is conducting a survey to determine what time the morning news broadcasts shall be given. Listeners are asked to notify the station of the time they desire to hear news items. At present they are aired at 9:30 a.m. WESG man-

st last week were WBEN, WSTP, t. Paul, and KFI, Los Angeles, tith prospects in New Tork area, lith prospects in New Tork area, leve England and several Middle Rest Consists of Cecil Owen, for the Uran Marst Constant of Cecil Owen, for the Uran Marst Constant of Constant of Cecil Owen, for the Uran Marst Constant of C

VARIETY

SHELL SHOW
With Marjorie Rembasu, Senny
Fields, Edith Evans, Phielan &
Hughes, Harmony Aces, Cherily
& Varbut, Georgie Stoll's orchestra. Rush Hughes, m. c.
COMMERCIAL
KHJ, Los Angeles
Recently switched from KFRC,
San Francisco here in order to avoid
heatre opposition to free see and
liear broadcasts in the northern
city, this weekly air vaude has been
considerably strengthened through
a change in managerial operation.
Broadcast is before an audience
a change in managerial operation.
Broadcast is before an audience
achieve in managerial operation.
Broadcast is before an audience
achieve in managerial operation.
Broadcast is before an audience
achieve the managerial operation.
Broadcast is before an audience
ing plenty of talk of opposition
ing plenty of talk of opposition
when it was first broached that the
program would come south.
Show, which seemed to be falling
out of favor, through too much repretitive comedy stuff of the JoMiller variety, is again finding itsalf with a playing down of the
questionable laugh stuff and a building up of the musical and dramatic
variety is a particular managerial operation of the musical and dramatic
variety is a brand of snappy bland material. A particular musical nightlight at program caught,
was a violin and guitar rendition of
Old Man River by Stoll and George
Smith, of the orchestra.
Benny Fields continues to get
over with the Shiell listeners, with
out divergent numbers but show
out the stone of the brandor should
continue to get
over with the Shiell listeners, with
found tweeners and the shiell listeners, with
found tweeners and the shiell listeners, with
found tweeners and the shiell listeners, with
and of the evening from the free
auditors, deservedly. They look like
a clanch for plenty of future coast
work.

Marjorie Rambeau puts over a
transition of the standor and the sound of the and the condity tag.

a cinch for plenty of future coast work.

Marjorie Rambeau puts over a dramatic skit with a comedy tag that manifests that this legit-film actress can be as equally effective on the air as on the stage or screen. In this, her first air appearance on the coast, she does a badger game sketch with two male supports, names not announced.

Edith Evans, contraint, sings two popular numbers effectively. Residently the program commedy back and forth stuff that suffers in comparious the comment of the coast, and forth stuff that suffers in comparious the comment of the comment of the comment of the coast of the program commedy back and forth stuff that suffers in comparious and dramatic continuitions.

Stora.

ONE NIGHT STAND Pick and Pat, Melodi Pick an nime Comedy, 30 Mins. 30 Mins. COMMERCIAL WEAF, New York

39 Mins.
COMMERCIAL
WEAF, New York

"For monte Dill's Reet (U. S. Tohace) yas on of NBC's Inte Saturday high and the saturation of S

Program is also using guest fillers For last Friday's event Sam Her man plied the xylophone. Odec.

TRUE STORIES OF THE SEA

TRUE STORIES OF THE SEA TAIK, Sons 15 Mins.
COMMERCIAL WOR, Newark It's salmon that the food packer with the Del Monte label has to sell here, and even though the breed is a denizen of the rivers, the advertiser elected the sea story as the associate tie-in for the product. For etories about the wide watery spaces the batch dished out on this evening segment are exceptionally tame and pointless.

segment are exceptionally tame and pointiess.

Spinner of yarns takes his cue from a bit of dialog that follows the missing of a sea chanty by a quartet. The formula is the same. A remark made by his feed reminds him of old Capl'n, Barnes, of, Gloucester, some-book in the quartet carols, Gather book in the quartet carols, Gather had the narrator cale, the next 10 minutes to pad out an anecdot that pagics neither excitepent nor humor. Ad copy lays, down two points and with them rests its case. The brand of salmon Del Monte packs is of the red variety and this has for its origin the old Alaskan waters. Odec.

GROUCHO and CHICO MARX Gags 30 Mins. COMMERCIAL WABC, New York

Gags.
30 Mins.
COMMERCIAL
WABG, New York
Two articulate members of the four Marxes of stage and screen are here making a return radio appearance. This one is for American Oil (Amoco) and the broadcast occupies Sunday nights. Marxes are in for weeks with running options, the late Richy Craig. This time its principally gags of the type identified with them. For example: and you'd better take it, it's the best offer you'll get. In this romping fashion Groucho keeps up a constant habble of words, seleng, twisting, but commented the constant habble of words, seleng, twisting, marks, but commenting on his own comment.
Sunday (11), sample was fast and quite funny. It's a tough pace, however, that they set for themselves to follow. Still, once a week may be no strain. In ough their numerous Paramount pictures the brothers are widely known and probable audience. Men especially like the Marx brand of comedy and men, in general, buy the family gas and oil. As to the commercial copy its perhaps a little more blab-blah than the average for gas sponsors.

CARLOS MOLINA BAND
John Harrington, announcer
COMMERCIAL
Disc
Whyles a celk Magic Soap and
Proter Soap use being plugged by
Hyles a celk Magic Soap and
Proter Soap use being plugged by
Hyles a celk Magic Soap and
Proter Soap use being plugged by
Hyles a celk Magic Soap and
Proter Soap use being plugged by
Hyles and Band, who have spent
the past year in the ballroom of
the Congress hotel, Chicago, and
acquired something of a reputation.
Discs are extremely well done
both from showmanship and recordin the RCA Victor studios.
Molina band delivers three to four
numbers on each disc. Band does
best with the South American tango
tunes, though it goes American cocasionally with a straight pop tune.
Molina announces his own numbers
with a below-the-Equator accent
tion of the Batton. Harrington on
the commercial end does a capable
and clean-cut job.
But, finally, there's the question
of whether this program can sell
Magic Soap dish-washing flakes.
Housewives worrying about the
dirty dishes in the sink are not so
in the Batton and the source of the source of the satton.

Harrington of the soar of the source of the source of the soar of the source of the soar of soar of the soar of soar of the soar of the

It's a case of a show being too good for its spot. Gold.

THE ITALICS ARE MI
H. Stokes Lott
Dammatic Sketch
Dammatic Minder Sketch
North Sketch
Around the Bend for the mike H.
Stokes Lott, who doubles as marrafor, might as well have eliminated
all dialog and made: it a case of
straight snopeized yarn spinning.
Of dramatized interludes there are
few, since Lott has ansigned to his
narrator vio practicalar. This
first Lott is doing to the narrator
portions of the script, Judging from
last-Wednesday night's (7) sample,
The Saga of Dr. John, Lott cerfainly likes his italice.

It's not a deft plece of transplanting that Lott is doing for Burman's
folktales of the bayous and swamps
that dot the lower Mississippi. Lott
shows a knack for dobbing in back
when te comes to effecting piece and
suspense through an adroit interwhen te comes to effecting piece and
suspense through an adroit interwhen te comes to effecting piece and
suspense through an adroit interwhen te comes to effecting piece and
suspense through an adroit interwhen te comes to effecting piece and
suspense through an adroit interment or sympathy for the central
characters of dislog and marrative interpolations he falls far short of the
expert touch.

Projection he and the assisting
players gave The Saga of Dr. John'
contained little of the color, excitement or sympathy for the central
characters of the original story.
Couple of the voice characterization, notability as Burthon &
credited with the programs direction.

Odeo.

CAROL LEE Singer 15 Mins.

Singer
15 Mins.
Sustaining
KFI, Los Angules
Los Angul

DOROTHY PARKER 'The Waltz'
COMMERCIAL
WEAF, New York

DOROTHY PARKER

'The Wait's

COMMERCIAL

WEAF, New York

Best break a person like Dorothy
Parker could get over the air on
a practically maiden appearance is
the kind of introduction Rudy Vallee gave her. Whereas, Dorothy
for the stating of Square symbon
at the expectation of the square symbon
at the expectation of a wait her own
with the superior of the stating of the stating

RADIO PLAYBOX Children's Program 30 Mi Sustaining CKCL, Toronto

Sustaining
CKCL, Toronto
This is the first known program
in Canada to be aimed at childlisteners, inasmuch as child actors
are used in the enacting of storylisteners, inasmuch as child actors
are used in the enacting of storybook entertainment that will hold
no interest for adults unless they
are parents who like to hold the
kiddles on their knees for a prebedtime set-together. It's the answer to the complaint of Thomas
Hanc, disector of programs for the
Canadian programs would present entertainment for listeners of
heir own age, he would not, be
forced to deplore a situation in
which children of tender years sing
adult and salaclous songs, the lyrics
of which, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tots and
heir jisteners can have so comprehension, the performing tother
heart of which the performing to fire
prehension of the better
had This is and
heir just of the station
anagement's appraisal of its merit.
Ether adaptation of the Lewis Cartre activities, but this is the first
time, she has been asked to lend
the attention. Small orchestra used
by Etylia, Grant, She is wellenown here for her children's theatre activities, but this is the first
time, she has been asked to lend
the attention. Small orchestra used
by Etylia, Grant, She is wellenown here for her children's reground and magnative and held
the attention. Small orchestra used
by Etyl

AGNES AND RSON, DICK WHARTON, MILTON SHATZ'S ORCH. Musical Revue 30 Mine. COMMERCIAL WIP, Philadelphia

Musical Revue
30 Mins.
30 Mins.
30 Mins.
30 Mins.
40 Mins.
40 Mins.
41 Mins.
42 Mins.
43 Mins.
44 Mins.
45 Mins.
46 Mins.
46 Mins.
47 Mins.
48 Philip concern.
48 Sphilip concern.
48 Sphi

MINNEAPOLIS SYMPHONY Eugene Ormandy, conductor, Sta Thompson 30 Mins.

COMMERCIAL WBBM, Chicag

COMMERCIAL
WBBM, Chicago
Through the Hays MacFarland
agency in Chicago, this program
rides on the Columbia web in opposition to the Ed Wynn show on
NEC every Tuesday night. Paying
the pipers is the Grunow radio and
refrigerator outfit.
Show itself continues the current
trand toward the 'better things' in
radio, sweet music and operaties.
Increasing number of aponsors are
swerving away from comedy hote
to classical violins and coloratura
sopranos.

Increasing number of sponsors are swerving away from comody hoke to classical violins and coloratura sopranos.

Despite the fact that the agency and client picked out a municipal symphony to sell the Grunow productor, both the backers and the symphony conductor saw to it that there are not sell the grand of the symphony conductor saw to it that the conductor saw to it that the symphony conductor saw to the topmost heights in classical music.

Yet, in this first show, Ormandy's splections were barely out of the semi-classical realm. There were splection were barely out of the semi-classical realm. There were color, sip and punch.

All in all, a fine 39-minute interplace and excellent accompaniment to the evening bridge game. There is no doubt that the program will get its listeners. Better class music as scarce at 3.3 octa of Tuesdays at a statistic forward concert stuff will get it here. But the show must be classified as a good-will and institutional show rather than a direct selling program in its present setup. Thompson handles the commercial copy with a sure hand and proper emphasis, but the dialog sequence was out of place and incongruous hards a contast to the symphonic atrains. Ormany, in his own announcements, added a pleasant touch to the show, his slight but noticeable accent being wholly suitable to a symphony baton-waver. Grunow will get it steners in the inome-brackets that are in a position to buy the producta, that much is a state of the symphony will his even to the dealer for an entry blank to get in on a chance to win a refrigerator. Gold.

a refrigerator. Gold.

'COFFEE FOR TWO'
with Elizabeth Love, Millard
Mitchell, Eddie Craven
Playlet
COMMERCIAL
WEAF, New York
This slit, by B. H. Stinson, was
produced by B. G. Ghicago, in
Marchael St. H. Stinson, was
produced by B. G. Ghicago, in
Marchael St. H. Stinson, was
produced by B. G. Ghicago, in
Marchael C. Grown Chestre
Tells Acc. for the Luxor. Theatre
Tells Acc. fo

lywood Writers club interary evenings.

Incident may or may not afford evidence of material scarcity on radio. Weekly problem of fillingthat Pietschmann hour with novelties of all kinds must be tough. Traditionally, radio has eschewed repeats on material. Of the merits of that attitude something can be said both, in support and in robuttal

repeats on marcial continue can be that attitude something can be the continue of the continue

ROY HEATHERTON Songs Sustai ing 15 Mins.

Sustai ing
15 Mins.
WGV, Schenectady
Tenor heard in a 15-minute songalogue over the NBC red network
on Friday afternoons. Calls himself
The Old Troubadour, athough its
voice sounds like that of a young
man. In keeping with the billing,
Heatherton warbles ballads, standard and pop.

man. In average the state of th

BEATRICE FAIRFAX Advice to Lovelore 15 Mins. COMMERCIAL WEAF, New York

NIX TAXI RADIOS IN SOUTH AFRICA

Capetown, Feb. 12.

Taxi drivers here were all set to install, sim il receiving sets when the Postmaster General notified, everybody, the se. would be illegal. Several cabbles went ahead anyway

Several cabbies went ahead anyway and were ordered to remove the gimmicks, even though they had paid for the licenses.

Several say they'll take it to court

for testing.

B. B. Broadcasts Minus Comment on Frisco Seals

San Francisco, March 12.
San Francisco, March 12.
San Francisco Seals and the Pacific Ceast: League have phayed foradesting of the diamond games this season and KYA will put them on daily except Sundays and holidays, and two nights weekly.
Ernic Smith of Hearst radio services will do the spicling for the series, for which sponsor is now being sought, but provisco of the broadcasting agreement prohibits announcer from commenting on any

producesting agreement promiting announcer from commenting on any phases of the game, weather, crowds, decisions, etc.

Gate tariff at the games, incidentially, upped from 40s to 75c this season, despite hast year's red.

Isham Jones Walks

isham Jones Walks
Resentment over having his
bend's part in the program gradualty clipped to make way for the
addition of guest artists was responsible for Isham Jones walk-out
on.Ex Lax. Blow-up came a couple
of Mondays ago, when in the lastimpute revision of the show the
producer relieved the combo of its
single solo interfude, giving it nothing to-' do but accompany the
warbler on the bill. Jones has been
with the variety affair since it
started. Columbia early this
seagon.

Nick Lucas on CBS

Nick Lucas has been taken under CBS wing for an air build-Starts March 21.

At present carded for 11 p. m. Wednesdays and 6:30 p. m. Fri-days. CBS thinks him a commer-

PROVENSEN IN AGENCY

PROVENSEN IN AGENCY
Washington, March 12.
Herluf Provensen, Herbert
Hoover's favorite (NBC) announcer
while the latter was in the White
House, has joined Lewis Ewin
Ryan, Inc., local ad agency, as head
of the radio department.
Provensen comes from WLBW,
Erie, Pa., of which station he became manager about a year agecame manager about a year age-

Erie, Pa, of which station he be-came manager about a year ago after resigning from NBC's Washington staff.

SEALED POWER STOPS

Chicago, March 12. Sealed Power Sideshow, program

RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

OUTSTANDING STUNT: COMEDY POLITICIAN Station KSO, Des Moines

In happy contrast and relief from the dry-as-dust political campaign of those gents who would become rays of Des Moines is KSO's company burlesque figure, Elmer Z. Schimaker, supposed to be a candicate for the same office, Program has been used as a filler and with plenty of scope for local humor and spoofing has clicked and won the fattion many attentive followers. Elimer's career from baby to candidate is developed with facetious gestall.

Cohan's Showmanship
New York.
Gilb, slick, versatile George M.
Cohan returned Sunday to Good
Guif gas, His showmanship and authority in performance stood out as
before. A long, varied career in the
theatre as actor, author, composer
and manager climace in not dugram such
and may therefore be recommended
to students of what is showmanship.

gram such as the fully Cohanesque and may therefore be recommended to students of what is showmanished in the commended to students of what is showmanished in the commended to students of what is showmanished in the commended to the commended t

15th Century Hebs Comic New York.

New York.

Jeddo-Highland's coal program
brought to radio a strange combination last week on the final installments of Don Quixoto. This was
Hebe comic introduced in a story
concerning the middle ages and
knighthood.

Which gives an idea how old
jeddo-Highland producers think the
family tree of Ben Welch, et al., is.

samily tree of Ben Welch, et al., is.

Snowbound Program
When last week's show kept Gimbels Department Store customers at home a snow-bound program effered bargains to he delivered by a truck fleet, over the store's station, WIP. A local government weather man, Pennsylvania railroad official of tracks, Wilson Steamer official of tracks, Wilson Steamer official traffic policeman, and simple truck der the comment of the were combatted to the corms. We were combatted to the corms with window displays, to publicize the program which was arranged the day of presentation.

islike Stunt Photos New York

Gag pictures have become poison to the radio editors on the New York dailies. From now on it's either a straight pose or the photo is m.s.

Is n.g.

Stunt stuff, may be okay for the fan mags, say the newspaper radio eds, but in a daily the readers are inclined to give it more critical attention and snicker at the obvious inspired touch of the press agent.

Corner Heckler
Charlotte, N. C.
Chuck Crutchfield, we he assists
Grady Cole on the weekly 'Man on
the Street' program from WBT, had
to solve an emergency with emersency tactics recently. An intoxicated spectator insisted that he
would shout 'Hello Mamma' into
In street being in procach Grady
and Chuck and the mike he
trampled the toes of those that were
being interviewed on pertinent
questions of the day.
Chuck threw the offender back
twice and on the third advance laid
a none to gentie fist on his jaw.
The program went on without further interruption.

the Department sponsored talks over WGY for eight years; when this feature became repetitious, it shifted to skits, acted by the WGY Players. Economy forced Department to abandon the engagement of professional talent. After experimenting with dialogued talks, it went back last Angust to the sketch idea, recruiting the cast from employed.

menting with authorite the sketch when you want to be seen at august to the sketch was a proper with the sketch was a state of the peartments. Public Head of the Departments of the Head of

KOA'S Stunt Denver

KOA'S Stunt

Denver.

Dilc schools of Denver will be on a national hookup for the first time on March 25 (Sunday), 8:30-9, MST, with a program, Music and American Youth. Frederick M. Hunter, chancellor of Denver university Forces with Life.

Two orchestras of from 50 to 75, composed of high school students, and two groups of students, each 50 to 100 will broadcast, one set from KOA studios, and the others from the Cosmopolitan hotel, while the broadcast, which is being arranged by Walter Campbell, director of publicity and announcer, KOA.

Beauty Contest Tie-Up

Beauty Contest Tie-Up

Minneapolis.

Al Sheehan of Woman and
yathing beauties' this burg boasts
until he advertised for 50 of the
most beautiful' for the current automobile show contest. There were
more than 500 applicants. From
them 50 were chosen and are participating in a revue and contest
there will select the winner by voite.
She'll receive a cup and the title
of Miss Minneapolis.

Non-Partisan WKBB

East Dubuque, III.

WKBB, East Dubuque, III. has a new moniker, "Voice of the People, and so dubed through through goen facilities of the air to debaters and speakers in a hot political fight with the town's one sheet closed to one of the factions.

Political scrap has done more to popularize station with all than a year's come-on and give-away stunts. Spotted right at the dinner hour and was excellent table talk substitute.

nour and substitute.

Eternal Popularity Poll

Bernard Morley is conducting a popularity contest as a side line to his 'Chatterbox' broadcast from WESG. He is offering listeners an opportunity to select their favorite local entertainers and programs. After the contest closes, prizes will be awarded the most popular broadcasters.

Romantic Itching
Chicago.

twice and on the third advance laid a none to gentile fist on his jaw. The program went on without further interruption.

Interviews Dogs Minneapolis.
A novel broadcast over WCCO, local Columbia chain station, sponsored by a dog food manufacture; is a five-minute imaginary interview of a dog. The WCCO reporter does the interviewing. It's for five minutes six days a week public Health Dramas Public Health Dramas Schenectady.

Propaganda for personal and fommunity health is carried to WGY's listeners one afternoon weekly through the medium of aketches written, acted, and provided the statement of Health. A ploneer in the use of radio to flake the public health-conscious.

Romantic Itehing Chicago.

Don Ameche struggles cleverly, but not altogether successfully with the Libogh so charge in the D.D.D. program (NBC) formula of confidential with the listening public. Result of pouring on the since you will be an experienced. That accurate the past it's a casell of trying to be super-refined, hyper-jovial, and romantically fast assignment. D.D.D. is a subsid of Campagna. It's for the itch. Gene Rouse read assignment. D.D.D. is a subsid of Campagna. It's for the itch. Gene Rouse read assignment. D.D.D. is a subsid of Campagna. It's for the itch. Gene Rouse read assignment. The itch is the public health-conscious.

RADIO SOUND RIBBON

New Invention Records on Long. Narrow Strip

The Hague, March 3.

Interested parties from all amusement circles watched a demonstration at the Cariton hotel, Amsterdam, of a new French invention, a sound ribbon. It combines Philips radio patents with soundfilm process. Sound is produced in the same way as in talkers.

Inventors claim that this sound ribbon means an evolution in mechanical music and will greatly affect the gramophone and disc trade. The ribbon which produces sound effects resembles a typewriter ribbon and runs off a spool, winding on another one.

on another one. Its possibilities include recording one calls while subscriber is out or doing stenography in court

cases or during debates.

Idea is to build sound sets and sell the ribbons here under a license Dutch company

PHILLY SUB-SCALE **MUSIC-RADIO FIGHT**

Philadelphia, March 12. Philadelphia, March 12.
Carrying through his promise to
aggressively combat sub-scale practices it is understood Romeo Chella,
new president of the Musicians
local, will put part of his membership on trial and make charges. All
radio, stations affected.
Stations on their side express a
determination to end union domina-

Mexican Court Tells Doc Brinkley He's Gotta Go

Mexico City, March 9 Unless he seeks higher court ac-tion, it appears that Doc Brinkley must abandon his high-power radio station at Villa Acuna, on the bor-

station at villa Acuna, on the border.

Federal district court here rejected the Doc's suit for an injunction to restrain the ministry of communications and public works from closing the station, holding that the ministry was within its rights in revoking station's franchise on the ground that Brinkley wove unauthorized medical propagate in the burnders the burnders.

comes on the ground that Brinkley wove unauthorized medical propa-ganda into the broadcasts. Government has given Doc a rea-sonable time to dismantle and va-cate the station and warns that if he refuses it will remove wires, ap-paratus, etc., forcibly and padlock the studios.

Eiffel Tower Cutting Power for Broadcasts

Paris, March 3.

Eiffel Tower will hereafter cut its power in half after 7:30 nightly, as a result of protests that by remaining on the old long wave length, despite the general changeover of the protection of Jan. 15, it was shutting foreign stations out of Paris.

Andre Mallarme, new communica-Andre Mallarme, new communica-tions minister, says that the work of changing the station over to its new assigned wave length, 200 meters, will take several months although other stations in Europe carried out the shift immediately

Reduction of power is intended as an accommodation to fans in the meanwhile. Full power will con tinue to be used during the day.

WODX Straightens Out

Birmingham, March 12. Confirmation of the sale of assets of the Mobile Broadcasting Com-pany, operators of WODX, was an pany operators of WODX, was announced last week by Judge J. McAleer, U. S. referes. Purchase was made by W. O. Pape and associates, who had operated the station, who posted a bond of \$1,000 as a guarantee of their offer to pay all creditors. Liabilities are supposed to be around \$25,000 or \$26,000.

Tentative plane are for the formation of a new corporation and a change in wavelength as well as call letters.

Ellington MJB's

Los Angeles, March 12. Duke. Ellington's orchestra goes on the MJB Coffee hour over NBC for four programs, starting here March 19.

March 19.

Program currently is emanating from KGO, San Francisco, but will be back at KFJ, here, for the Ellington broadcasts. Gus Arnheim follows for 13 weeks.

New Business

Renewals

General Foods (Maxwell House Coffee) effective April 5, 13 weeks, Captain Henry's Show Boat, involving 51 sta-tions on NBC's red (WEAF)

n the red. R. B. Davis (Cocomalt), 13 weeks, effective April 8, on CBS, Buck Rogers Adven-

tures.

R. D. Davis (Royal Baking Powder), 13 weeks, April 2, 'Mystery Chef' CBS.
Corn Products Corp. (Kremel, Marjola, etc.), 13 weeks, April 3, Will Osborne-Pedro de Cordoba morning program.

NEWARK, N.

W. F. Young, Inc. (Absorbine, Jr.), 18 weeks, starting March 18: Sunday to Thursday, inclusive, 15 minutes and the start H. Balkin on character Lehn 4 Fink Products Co. (Pebeco toothpaste), contract redrawn for 52 weeks, beginning March 9, Will Osborne band, Radio Harris, Catherine Carrington and Milton Watson, Friday nights. WOR.

LOS ANGELES

LOS ANGELES

Realty Board of L. A. KMTR,
Tuesday, 8:45 to 9 p.m. Addresses
by Mason Case, music by Salvatore
Santaella's orchestra.

KMTR, Mon.
Werce Br. Gerra, KMTR, Mon.
Werce Br. Gerra, KMTR, 10:30
to 10:48 a.m. daily except Sunday,
fashion talks by Lorna Ladd.
Barker Bros. (Simmons Beds),
KHJ, Monday 3:30 to 3:48 p.m.
Discs. Sally. Simmons interviews
with famous American women.

Brandets Department Store, 37 announcements began February 22, ended March 6. KOIL.

Enox Co., Cystex, 13 15-minute transcriptions, began February 10, ends May 14. Whough Dillon & Kirk. St. Locker & Son. meat market, sponsoring the electric kitche, announcement daily till May 9. KOIL.

KOIL.

F. & F. Lozenges, contract renewed through March 15. Placed through Buchanan Thomas Agency.

KOIL.

KOIL. KOIL. Gillette Rasor Blades, 54 one-min-ute transcriptions to be given two per evening, ending March 31. Placed though World Broadcasting Charlette.

Co. KOIL.

Hellogg Sales Co., 52 announcements, ends March 26, KOIL.

Yellow Cab and Baggage Co., 14 announcements ending March 22.

Placed through Bozell Jacobs, Inc.

Placed through Bozell secures, and KOIL.

Numismatic Co., coin collectors, two fis-minute transcriptions. Through Scot-Howe-Box (Marchetter, Marchetter, College for the Colle ann, T KOIL

February 20, ends March 21. Through Hommann, Tarcher & Sheldon, New York. KOIL.

Butternut Coffee, Paxton & Gallagher Co., distributors, contract renewed for six weeks beginning March 9. Through Buchanan Thomas Agency KFAR.

Exchange, announcements is days per week, began February 22, ends March 7. Gotham Advertising Agency account. WOW.

Columbia Pictures Co., 24 75-word announcements. Through the Blow Co. WOW.

First Notional Bank, 11 announcements to be given three per week, ending March 30. Through Bosel 6, 5046-Chic Easter Egg Dye, announcements daily beginning March 22, ending March 30. Through Scott-Howe-Bowen, Inc. WOW.

United Food 8 forces, 15-minute transcription at 8,30 Friday Rebustles Co. Miller Cercal Mills, two new sponors of Big Brother Club, each for one announcement per week.

Lighthouse Tavern, one minute wannouncement per week.

MANW.

Lighthouse Tavern, one minute winnouncements on the given week.

WAAW.

Lighthouse Tavern, one minute announcements to be given twice daily on Tuesday and Thursday, beginning February 27. WAAW.

Stennor Fruit Co., two-minute announcements, 13 times, began February 22. WAAW.

Tuary 22. WAAW.
Loncaster Seed Co., five minutes
ally March 6, 7, 8 and 9. WAAW.
Lady Grace Minerals, two minutes
daily month beginning March 15.
WAAW.
Gardner Nursery Co., 75 words,
twice daily, six days per week, two
months, began February 15. WAAW.

PHILADELPHIA
Provident Mutual Insurance Company, four 15-minute programs, on discs, titled The Story Behind the Claim. Placed direct. WCAU. on Felins Meats, with Paul Mason's orch, and review, Monday at 10:30 and Friday at 11:48 Ennewed onto the Claim (All Paul Letton Agency,) WCAU.

LINCOLN 6.45-7.00 Wednesdays Magees, 6.45-7.00 Wednesdaya KFOR. Dally announcements on KFOR KFAB. Central Cafe, 300 announcements starting March 10. KFOR. Coop Garage, Masters Music ROOM (ET) 5.45-6.00, Sundaya.

Starting March 1. Masters Music Coop Garage, Masters Music Room (ET) 5.45-6.00, Sundays, Continy Company, daily announce-ments. KFAB. Butternst Coffee, 12.45-1.00 Mon-days, Wednesdays, Fridays. KFAB.

WATERLOO, IOWA
Independent Meat & Grocery Co.
Waterloo. Two five-min. periods a
week; placed direct. WMT
Rath Packing Co., Waterloo, Basketball summarles; placed direct.
WMT.
Shermin.

WMT.

Shermin-Williams, for Waterloo
Roofing Co., Vaterloo, Announcement on co-operative; placed direct,
WMT.

Rosheik Brothers Department
Store, Dubuque, Fitteen-min, daily
program, Rosheik's Musical Bargain
Counter. WMT.

C. Miches

John C. Michael Company, Chicago, through Broughton Adv. (Chicago, 13 times five-minute talk for Adv. (Chicago), 13 times five-minute talk for Adv. (Chicago), 13 times five-minute talk for Stays in the Homemakers' Hour, 2 to 3 p.m. WLS.

Multer Hatchery, Bloomington, fl., for series of 13 50-word announcements for baby chicks on Tues, Thurs. and Sat., at 11:45 a.m. (Cramer, Krassett Company, Milwaukee). WLS.

Riverdale Products Company, Chicago, series of 24 two-minute and nouncements daily except Sunday bear only to the control of the cont

PITTSBURGH

PITTSBURGH

Toma, Inc., weather report each evening for 52 weeks. Placed by W.

5. Duqueene Brevoing Co., rehewed for 13 weeks of quarter hour show weekly with Silvertoppers Quartet, Placed by Walker and Downing, KDKA.

Frank and Seder, style show broadcasts, five times weekly for four-weeks with Tommy Riggs as m. 4. Professional Control of the Cont

Armetrong Packing Co. (Bird-Brand Products), 150 15-minute morning programs, three weekly, Placed by Haney Adv. Co., Dallas, WFAA.

Gebhardt Chill Powder Co., 52 26-minute Monday evening programs, Placed by Tracy-Locke-Dawson, WFAA.

NASHVILLE

Sales Affiliates, Inc. (Notox), 15minute electrical transcription 2 to
2:15 p.m. beginning Sunday, March
15 to 13 times. Placed through the
Blow Company, New York. WSM.

Blow Company, New York, WSM.

8EATTLE

Merrold Johnson, year's contract, starting March 5, for three dveninute announcements weekly, KJR.

Notox Co., series of 13 15-minute discs, starting April 5, KOMO.

Gillette Böjety Razor, 52 one-minute discs over KOMO, and 52 over KJR during March.

Associated Oil, two football games, Oct. 27 and Nov. 17. KOMO.

True Conjessions Magazine, announcements, March 7, and 14. KOMO.

Seattle Auto Dealers Assoc., additional series of announcements, teoriginal contract. KOMO.

New World Life, 16 minutes overcoast network each Sunday from MOO. 15 started March 17, to run inselements).

CHATTANOOGA, TENN.

CHATTANOOGA, TENN.

Stores, Seare Roebuck, Grant Pattern Mille Co., Mountain Gity Mills,
Haarty Furniture Co., Tennesse

Egy Co., and Chattanooga Steam

Laundry, all on the Cooking School

of the Air' for 13 weeks. WDOD.

PITTSBURGH

Commercial Milling Correnewal of a participations weekly in Home Forum for two weeks. Placed by Karl Behr. KDKA.

Simplicity Patterns Co., 6 quarternour daytime periods. Placed by N. W. Ayer and Son. To. Mark Jacob Dy N. Max Azen Co., 10 participations

(Continued on page 47)

Radio Directory

convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York; Los Angeles, San Francisco, and Chicago.)

New York City

NBC (Stations WJZ-WEAF)

ASTATIONS WIZ-WEAF)
Rockefeller Center
Circle 7-8300
M. H. Ayleaworth, President,
Richard C. Patterson, Jr., Executive V.-P.
A. L. Ashby, V.-P. and Gen. Atty.
Goorge Engles, V.-P. on Artists Service
Rey C. Witner, V.-P. on East Div. Sales,
Frank Hasem, V.-P. on Public Relations
Mark Wood, Tresa, Asst. to Exec. V.-Lewic
Marc Connach, Secretury
Joseph M. Connach, Secretury
Joseph M. Morton, Bus. Mar., Program
Joseph M. Morton, Bus. Mar., Program

hett.
Ldoyd Thomas. Mgr. Local Sales.
W. C. Roux. Mgr. Local Sales From
E. F. McKeton, Auditor.
E. F. McKeton, Auditor.
E. W. Corn. And Auditor.
Frank Mullen, Agricultures: Dr.
J. deJara Almonto, Eventing Opera
Bertins Brained, Program Mgr.
G. W. Fayles, Organizations.
Frank Mullen, Agricultures.
E. J. Transport Agricultures.
Frank Mgr. Bertins Brained, Program Mgr.
G. W. Fayles, Organizations. Department Heads

Dopartment Heads

Donatd G. Shaw, Eastern Sales Mgr.
Thoa. H. Belviso, Music Library,
W. D. Blotham, Purchashing Agent.
John R. Carey, Service Supervisor.
Buth R. Carey, Service Supervisor.
Buth Keeler, Personnel Supervisor.
Buth Keeler, Personnel Supervisor.
Buth Fester Mgr. Statistical Dept.
Buth T. Fester Mgr. Statistical Dept.
But

old Kemp. Service Popular Harold Kemp,
Maient.
D. S Tuthill, Sales Mgr., Artista' Service.
Quinton Adams, Office Mgr.
E. P. H. James, Sales Promotion Mgr.
T. G Stoin Estern Service Mgr.,
Mgr., Frances Rocketeller King, Mgr., pristate onicetalimonal.

CBS

(Station WABC) 185 Madison Ave. Wickersham 2-2000 William S. Paies, President.
Edward Klauber, Executive V.-P.
Sam Pickard, V.-P.
Hugh Kendall Bolce, V.-P. in Charge et

lugh Kendall Bolca, V.-P. In Charge of each control of the control

WOR

rger Broadcasting Service, Inc. 1410 Broadway Pennsylvania 6-8888 rennsylvanta 6-5338
fred J. McCosker, Station Mgr.
A. Cormier, Sales Mgr.
alter J. Nett, Asst. Sales Mgr.
wis Reid, Program Mgr.
orge Shackley, Musical Dir,
beer I. Wilder, Program Dir,
R. Poppels, Chief Engineer.

WINE

WINS
American Radio News Corp.
114 E. SSth St.
Bidorado 5-6100
Sradioy Keily, Station Mr.
Philip F. Witten, Sales Mgr.
H. F. Bidwell, Froduction Mgr.
Vincent Sore, Musical Dir.
H. Harrison, Acting Program Dir.
George Wieds. Fram. WMCA

Joeusee, Knickerbecker Broadcasting Corp.
Donald Siamm, Pres.
Operated by Federal Broadcasting Corp.
Broadway at 534 St.
Columbus 5-5860

Columbus 5-5680

Geo. B. Store, Pres.
John T. Adams, Executive V.-P.
Clendening J. Ryan, Jr., V.-P.
James K. Norris, Treasurer.
Harry Carlson, Program Diffe.
Robert Hood Evers, Maston Dir.
Charles Martin, Drematic Dir.
Charles Martin, Drematic Dir.
Harry Fascoe, Continuity Dir.
Frank Henuigs, Mgr. Aritau' Bureau,
Robert S, Wood, Dr. Fublic Relations.
Pranx Marty, Chief Engineer.

WLWL WLWL
Universal Broadcasting (418 W. 86th St.
Columbus 5-7030
F. Riley, Dir.
P. Kiernan, Busicess Mgr.
W. Bjork, Sales Mgr.
Orge O'Brien, Program Dir.
dojby Forst, Musical Dir.
seph Deppe. Chief Enginee

Chicago NBC

Merchandise Mart

(Statione WENR—WMAQ)

New York Control of the Contr (Stations WENR-WMAQ)

B, S. Donges, Maintenance Mgr. only). Williamson, Publicity Mgr. CBS Wrigley Bidg.
Whitehall 6000
(Station WBBM)

KYW Gtraus Bldg.

Wabush 4049

Homer Hogan, Gen. Mer.
Farker Wheatley. Production Mgr.
Hogan, Musical Director.
Rox Maupla. Musical Director.
Washington, Musical Director.
Washington, Publicity, Dir.
WOFL

Furniture Mart Delaware 9600 John Fitspatrick, President:
Edward N. Nockles, Gen. Mar.
Franklin Lundquist. Bus. Mgr.
Franklin Lundquist. Bus. Mgr.
Gowel Krock, Trasucer.
Howard Kason, Musical Dir.
Howard Keegan, Chief Announcer.
Maynard Marquerdt. Chief Engineer. WJJD

Lake and Wells Sta.
State 5466
Raiph Atlans, Gen. Mgr.
Art Linick, Commercial Mgr.
Joe Allabough. Chief Announcer.

1230 W. Washington Haymarket 7500
Burridge Builer, Freedeant.
Glens Snyder, Gea, Mgr.
George Bigsar, Frogram Mgr.
D. R. McDonald, Adv. Mgr.
Tohn Rowe, Chief Engineer, from Edward Chief Completed, Chief Chief Completed, Chief Announc Julian Bentley, Publicity Dir.
WGN

Drake Hotel . B. MacKraine, Gen. Mgr.
blu Ryan, Station Mgr.
borge Irsak, Commercial Mgr.
borge Irsak, Commercial Mgr.
bward Barry, Production Mgr.
born Damont, Musical Dir.
tri Myera, Chief Engineer,
wank Schreiber, Publicity Dir.
WGES

136 N. Crawtors
VGES

138 N. Crawtors
Van Buren 5900

Dyer, Station Mgr.
es Lamphear, Production Mgr.
b. Brubaker, Chief Engineer.
Van, Musical Dir.
Gresser, Chief Announcer.

WIFE

201 North Wel
State 5466
siph Atlass, Fresident,
rance Kennedy, V.-P.
rank Morrow, Frogram Director,
rank Morrow, Frogram Director,
McMurray, Chief Espineer,
r Jenes, Chief Amouncer,

Art Jones, Chief Announcer,
Advertising Agencies
Lord & Thomas-Benry Sellinger,
J. Walter Thompson-Tom Luckenbill,
Errit-Wass-William Weddell,
Errit-Wass-William Weddell,
Critchield-Frank Steel,
McJunkin-Frank Steel,
BBD&O-George May,
Blacket-Sampie-M. H. Peterson,
Blacket-Sampie-M. M. Peterson,
Hays MacFarland-Nate Caldwell.

Los Angeles KHJ

(Columbia Don Lee Broadcasting System) 1076 West 7th Street Vandyke 7111

Don Lee, President, C. Elisworth Wylle, Gen. Mgr. Raymond Paige, Musical and Pros Dir. Paul. Rickenbacher, Production Mgr. Renneth Miles, Asst. Frod. Mgr. Rerbert Witherspoon, Traffic Mgr. Arthur J. Kenpi. Asst. Adv. Mgr. (KHJ Les Weinrott, publicity, Thomas Lee Arths: Bureau, Ted Braun,

KFI and KECA

(NEC outlets)
Earle C. Anthony, Inc.
1900 So. Hope Street
Richmond 6111
Earle C. Anthony, Forder
Arthory Fresdent
Arthory Kaice, V.-Y., and Gen. Mgr.
Glen Doitherg, Program Dr.
KFWB

KFWB

Warner Bros. Pictures Corp.
Warner Theatre Bidg.
Gerald King Gen Mgr.
Gener Mgr.
Jack Joy, Program Dir.
Jack Joy, Program Dir.
Jack Joy, Program Dir.
Kay Van Riney, Charge Dramatic Prog.
Frank Murphy, Supervising Engineer,
George Fischer, Publicity,
KNX.

KNX.

KNX Western Broadcasting Co.
Paramount Studios, Hollywood
Sompeted, 401
Guy C. Sarl, Jr., President,
Naylor Ropers, V.-P. and Gen. Mgr.,
Carl H. Nisson, Commercial Mgr.
Econeth C. Ormiston, Technical Seg

Drury Lane, Program Mgr. Wilbur Hatch, Musical Dir. Dave Ballou, Publicity.

Here and There

WSOC, Charlotte, N. C., has increased its daytime power from 100 to 258 watts.

WBT, Charlotte, N. ., celebrates 13th birthday on April 7 with a big birthday jubilee.

Cyril W. Reddoch, of Columbus, Miss., is asking a permit to build a 100-watt station at Columbus under the management of Friendly Broadcasting Company.

WCABA and WSAN in Allen-town, Pa., are being enlarged and the tonal qualities improved. For-mal opening of the new studios set for May 1.

WHBC, Canton, dedicated its remodeled and refurnished studios
March 1 with a special four-hour
broadcast. Thad Brown, vicechairman of FRC, was the principal
speaker.

Jack Krauss, former film salesman for MGM, Majestic and Pathe, is now working for the WGY Artists' Bureau, Schenectady, as an act

CKLW, Detroit-Windsor, on the Free and Sleininger list in Chicago does not effect the station's representation by John Hershey McGlibrar in New York. F. and S. franchise takes in the middlewest. McGlilvra is also selling for two other George B. Storer outlets, WSPD, Toledo, and WWVA, Wheeling, W. Va.

Removal of WPFS, Hattlesburgh, Miss., to Troy has been asked of the Federal Radio Commission. Transfer of the permit from Otis Perry Eure to Glenn Crouch, of Troy, was also requested.

KMPC (Beverly Hills)

(Hoverly Hars)
MacMillan Petroloum Corp.
D031 Wilshire Blvd.
Crestview \$102
Exitor, see. mgr.
Dorling, publicity, director, sees. musical director, sees. marcal director, sees. Helman, traffic and grade.

KMTR

915 No. Formosa, Hollywood Hilleide 1161

Hillende 1201
Reed E. Callister, President,
Gue Mack, Gen. Mgr.
Van C. Newkirk, Prod. Mgr.
Salvatore Santaella, Musical Dig.

KGFJ
1417 Sc. Figueroa Street
Prospect 7780 Boh B. McClishon, owner, Duke Hancock, Mgr. Fireside Broadcasting Co. KRKD

KAKD

Street

South Spring Street

Madleon 1178

Madleon 1178

Frank Dohesty, President,
V. G. Frank, Gen. Mgr.

Del Lyon. Sales Mgr.

KTM

Pickwick Broadcasting Co. 214 So. Vermont Exposition 124,

Wren. Pres.
Martinson, Manager.
June w. Production Mg.
KFAC-VFVD Los Angeles B. oadcasting Co.
645 Mariposa Ave.
Fitaroy 1251
E. L. Cord. President.
George Moskovis, Gen. Mgr.

San Francisco

(Stations KGO-KPO-KYA)

Western Division 111 Sutter St. Sutter 1920 ilman, V.-P. and Wes Don B. Ilman, V.-P. and Western Div.

A. L. McCarthy, Asst. Div. Mgs.
Low Frost, Frog. Dir.
Harry Anderson, Sales Mgr.
A. E. Saxton, Mgr. of Finst: Operations
Lioyd B. Yoder, Press Dir.
H. J. Maxwell, Office Mgr.
William Androva, Chief Announces,
Codi Underwood, Frod Mgr.
McCodi Un

Prospect 8456
Edward McCallum, Station Mgr.
Lynn Church, Prog. Dir.
Harry Bechtel, Chief Announces. KFRC

(Don Lee-Columbia outlet) 1000 Van Ness Ave. Prospect 0100 Frospect 5100
Fred Pabet, Don Lee Gen. Mgr.
Harrison Holliway, Station Mgr.
William Wright, Prog. Dir.
Arthur Kemp, Sales Mgr.
Al Cormack, Technical Dir.
Claude Sweeten, Musical Dir.

KJB8 (Julius Brunton & Bons, owness) 1880 Bush St. Ordway 4148 Ralph Brunton, Mgr. Ralph Smith, Prog. Dir. KTAB

115 O'Farrel St. Garfield 6700 M. B. Roberts, Mgr. Frank X. Galvin, Prost. Dir.

Ad Agencies'

Radio Execs (Associated With the Show or Performance End of Radio)

N. W. Ayer & Son, Inc. 500 Fifth Ave., N. Y. C. Douglas Coulter

Batten, Barton, Durstine & Osborne, Inc. 383 Madison Ave., N. Y. C. Arthur Pryor, Jr. Herbert Sanford.

Benton & Bowres, Inc. 444 Madison Ave., N. Y. C. M. Ruffner.

Biow Co., Inc. Ifth Ave., N. Y. C. Milton Blow. Blackett-Sample-Hummert, Inc. 380 Park Ave., N. T. C.

Frank Hummert. George Tormey.

Blackman Co. 122 E. 42d St., N. Y. C. Carlo De Angelia.

Campbell-Ewald Co. Gen. Motors Bldg., N. Y. C. C. Haistead Cottington. Cooll, Warwick & Cecil, Inc. 286 Park Ave., N. T. C. J. H. McKee.

J. H. McKee,
The Paul Corneil Co.
580 Fifth avenue, N. Y. C.
L. S. Caskin.
Samuel C. Groot Co.
28 West 4th street, N. Y. C.
Arthur Anderson.

Erwin, Wasey & Co., Inc. 420 Lexington Ave., N. Y. C. Charles Gannon:

William Esty & Co., Inc. 0 E. 42nd St., N. Y. C. William Esty. John Esty Edward Byron.

Federal Adv. Agency 444 Madison Ave., N. Y. C.

Mann Holiner.
Fletcher & Ellie
381 Madison Ave.
Lawrence Holcomb. Gardner Advertising Co. 330 W. 42d St., N. Y. C.

R. Martini.

Gotham Co. 250 Park Ave., N. Y. C. A. A. Kron. Hanff-Metzger, Inc. 175 Fifth Ave. Louis A Witten.

E. W. Hellwig 9 E. 40th St., N. Y. C. Geo. D. Carhart.

Joseph Katz Co. 247 Park Ave., N. Y. C. Adela Landau

Lambert & Feesley, Inc. Martin Horrell

Lennen & Mitchell, Inc. 17 E. 45th St., N. Y. C. Arthur Bergh. Ray Virden. Robert W. Orr.

H. E. Leean Advertising Agency 420 Lexington Ave. John S. Martin.

Lord & Thomas 247 Park Ave., N. Y. C. Montague Hackett.

McCann-Erickson, Inc. 285 Madison Ave., N. Y. C. Dorothy Barstow.

Newell-Emmett, inc. 40 B. 34th St., N. Y. C. Richard Strobridge. Paris & Peart 376 Lexington, Ave., N. Y. C.

E. J. Cogan. Peck Adv. Agency 271 Madison Ave., N. Y. C. Arthur Sinsatimer.

Pediar & Ryan, Inc. 250 Park Ave., N. Y. C. David F. Crosier. Edward Longstreth.

Frank Presbrey Co if Park Ave., N. Y. C. ulton Dent.

Ruthrauff & Ryan, inc. Chrysler Bldg., N. Y. C. Jack Davidson. Barry Ryan.

J. Walter Thompson Co.

420 Lexington Ave., N. Y. C.

John U. Reber. Robert Colwell, Young & Rubicam 285 Madison Ave. N. Y. G. Hubbell Robinson. W. R. Stuhler.

EARLY MORN TO EVE GENE & GLENN MOVE

Gene and Glenn may get their first steady orces-country hookup if the deal NEC is negotiating with Gillette Razor goes through. Deal would have the blade grinder take over the 7:15 p. m. EST. spot now held on the red (WBAF) link five days a week by Wheatena.
Gillette is currently using a recorded version of the team on a test campaign over WEEI, Boston, Gene and Glenn have long been identified with breakfast hour programs.

Hudson-Essex Divides

With the exit of B. A. Rolfe from the Hudson-Essex payroll March 24 the car maker will abandon half of the Saturday hour on the red (WEAF) loop and make it two pro-grams a week. Each stanza will have its own auto brand identifica-

tion.

Don Voorhees and a variety setup.

Don Voorhees and a variety setup.

still in the auditions stage will hold down the 10 to 10:30 stretch for Hudson on the red Saturday nights starting with March 31, while the ad job for Essex will be taken over by a half hour session on the blue.

(WJZ) string Tuesday nights with the talent including Conrad Thibault, Lois Bennett, Mary Dressing, the Campus choir and a band headed by Harry Salter.

Fulton Oursler Airs

Fulton Oursier Airs

McFadden Publications is putting
its editor-in-chief, Fulton Oursier,
on NBC's blue (WIZ) string Friday
nights starting April 6 for a series
of reminiscences. Mag to get the
plug credit is Liberty, of which
Oursier is listed as editor.

Hookup calls for 19 stations. Program is plotted for 15 minutes.
Stack Goble is the agency.

WRBX HEARS FROM ASCAP

WEDA GLEARS FRUE ASCAP

Lynchburg, March 12.

Suit has been filed in United
States district court by Gene Buck,
president of ASCAP, against radio
station WRBX at Roanoke, Va.,
charging that 29 songs were broadcast the atternoon of Dec. 26, 1933,
without permission of the copyright
owners.

owners.

Damage of not less than \$2,000 are sought, and the court is asked to enjoin the station from further performing the songs named and such other relief as the court may consider equitable.

BASERALL SPONSOR SET

Minneapolis, March 12.
For the third successive year,
Ceneral Mills here has signed up for
the daily Minneapolis A. A. beseball
same broadcasts from the ball park
over WCCO, Columbia chain station

over WCCO, Columbia chain station here. The flour millers again will use the broadcasts to exploit 'Whaties,' the breakfast food. Same station now is broadcasting a half hour of the Minneapolis Sym-phony orchestra every Tussday' night for National Household Ap-pliances, Inc.

PETER THE GREAT' IN

Hollywood, March 12.
Catherine the Great, serial from KHJ which is transcontinental over CBS, discontinues March 17, with Peter the Great replacing, starting March 31.

Peter is authored by Edward ynn, who also wrote the air amatization for 'Catherine.' Lynn.

rokenshire Out West
San Francisco, March 12.
Norman Brokenshire, CBS announcer, is vacationing here, and
introduced by Kay Kyser at the Bal
Tabarin over NBC one night this
week, said he vould stay out here.
Reported he'll go to KHJ, Los
Angeles, to spiel on one or more
of the commercial transcontinental
emanating there, Old Gold and
Pontiac included.

Cordon Off NBC, Chi Chicago, March 13. Norman Cordon slips out of the NBC artists lineup locally after about six months and hikes it for New York on the lookout for a new

angle. Had been on NBC on a sustaining ride on a basso buildup. Being re-placed on the wires by Cyril Pitts, a

William C. Ellie upped from tech-nical staff to production manager of WFAA.

THE REPORT OF THE PERSON OF TH

RADIO CHATTER

New York

Modern Mechanix, Minneapolis, not Popular Mechanics, carried the imaginative article about radio sta-tions moored to giant buoys at ac-and thereby evading governmental control.

and thereby evading governmental control.

Gracie Barrie has gone with Herman Bernie on a long-term contract. Tom Brown, formerly con Jo-Cur (CBS), now warbling with Angelo Ferdinando's arbital with the Great Northern Control of the Carlon of the Carlon

n. Frances Halliday

Frances Halliday Borden's Cheese program. Natalle Messenger, former editor of Stage and Screen, is handling the Sunday broadcast for the Roxy (old) theatre. Leopold Spitalny, ex-Chicago BaK musical director, now doing a Raddoscope Sunday austainer for "Office and Trees' by George M.

Kaliedoscope Sunday sustainer for NBC.

'Indians and Trees' by George M. Cohan on Sunday night seemed to be threatening 'Smoke Gets In Your Eyes' in the matter of rendition.

Jack Pearl's father had all histeeth yanked.

Billy K. Wells may do his 11th 'Scandals' script for George White. Irving Berlin's new one, 'Butteringers,' gets first air playing by Lopez on the Plough show Thursday (15).

Title 'Rhythm' Girls' associated

I Heard Your Program By ALVIN AUSTI

By ALVIN AUSTI
Drothy Parker, on Fielshmann-Vallee
show Thurs gave radio one of its most
intelligent, soothing femme speakers,
Grab her, quick, and Avon Comedy
Four are also a natural for ether lane. . .
Catch Chuck Richards buritoning 12:15
daily WMCA. Coming fastl. . Good
scripts, acts, wanted . New writers, performers, always come here first . . Good
habit for advertisers too. . We build
writer and the state of the second complete of the second compl

alvin austin • radio ideas we furnish talent, scripts, adv slants 521 fifth ave new york • vanderbilt 8 1733

THE KING'S **JESTERS**

PAUL KAPP

THE DORING SISTERS Creators of a New Trie Style

CBS SWIFT REVUE

BROOKFIELD DAIRYMAIDS Frl., 10-10:30 P.M. EST WGN, Chicago Tribune Station 52 Weeks, Beginning Nov. 1 Exclusive Dir. PAUL KAPP

with DeMarco Sisters is in dispute with two radio groups. George Jessel, Vera Van, Eton Boys start 9:30 p. m. Saturday night sustainers for CBS. Shirley Howard comes off WEAF at 7:45 and goes on WOR at 8 the same night.

Boston

James Roosevel' eldest son of the President, has suspended his week-ly talk over Station WNAC for a month. The station expects to have him back on the air near tae 1st of

month. The station expects to have him back on the air, near the 1st of Arthur, Rishworth grashed into the WEEL studies in a big way one day recently. He got an oversize suit of cothes back from the tailor by mistake and Josingiyi wore it into the office. He cut quite a figure until Ruster' Horton, reception room page, put the finger on him for some passes to a local burlesque show.

It is reported that the original Scott Oracle is coming back on the air. Scott is so one of the oldest regular. Scott is so one of the oldest regular. Scott is so one of the oldest regular in the state of the oldest regular in the state of the oldest regular. Scott he office the oldest regular in the state of the oldest regular in the office of the oldest regular in the oldest regu

carleton Dickerman is announced as the latest convert to the short-wave cult at WEEI. Going without sleep in an earnest attempt to con-verse with Australia the long way

around.

A radio course in correct English for adults, given under the auspices of the Boston School Committee, has been started over WAAB. Professor Joseph A. Hennessey arranged series.

Chicago

General James Harboard ankling the NBC corridors on a look-around. Bill Cooper sneaked away from local continuities long enough for an o. o. of his company's Radio City edifice.

Jackle Heller dated for a vaude week at the Ambassador in St. Louis starting March 16, necessitating a switch in NBC schedules.

Bob Kaufman back from a swoop to Minneapolis Grunow show inaugural.

Wendell Hall show renewed for another quarter-year by the Fitch outfit.

another quarter-year by the Fitch outfit.

Al Williamson warbling home on the range' on his return to his regular offices.

Guy Earl in from the Coast and Stan Hubbard from St. Paul forthe indie press-radio conference.

Restaurants in the Merchandise Mart folded with all nose-baggins not a six-week four of the south.

Bill Rambeau taking sunbaths and massages in a sudden personal keep-fit campaign.

Ruthrauff & Ryan offices being pushed around in an expansion move.

Philadelphia

Rumor that Georgie Price and WCAU are talking it over for a gin commercial on discs.
Paul Harron, WPEN, in New York all last week trying to close that deal for N. Y. outlet for GBS. Unhappiest man in Philly, as a result of the Phila. Orchestra's cancelled Russian tour, is Ben Mitchell, WCAU bootblack. He was scheduled to be valet for the musical crew.

orew. Anspach got \$150 for that plane sole on the Chesterfield eiggie show at week. He's the orchesting WCAU engineer. Welcome Lewis, starring at local theatre, the guest of WIP for a benefit air show, and doing a swell job. Fred Moore, of the WCAU technical staff, completely paralysed, after slipping during the morning shower.

shower.

WDAS making a neat tie-up with
the Fays theatre, now in new head-line vaude policy. Station has con-

HELD OVER!

SECOND WEEK

FRANCES STEVENS

RADIO'S SONG STYLIST

ROXY, New York, (This Week, March 9) and (Next Week, March 16)

DIRECTION KEN DOLAN

Romm, eyers, Bestry and Scheuing Paramount Theatre Bldg, New York

structed studio in vacant dressing room for remote broadcasts.
Arthur Bryan, Powers, Gourand and Allan Scott of the WCAU menage acting as judges this week for the Amateur Dramatic Award.
Film critic of the Public Ledger, Eric Knight, using WIP to plug his book, 'Famous Movie Stars'! Have Known, Anders, former, local and Lou. Anker, former, local and

Eric Anigh, using Wir to plug his book, Famous Movie Stars I Have Known.

Anker, former local announcer, being carried every day by WPEN from WINS in New York, and making local word slingers jealous.

Paul Alger celebrating second anniversary of his show, Billy Penn's Diany. Whole staff of WPEN planned a prearranged messed-up program, and was Alger's face red the mightly local news show for Pen Boys, via WCAU. This was the account which bankrolled Carter before he hit big time.

Jim Healey, aircaster on a sustaining and a commercial program over WGY, is chairman of the so-cial committee of the newly organized Tri-City Newspaper Guila and will have charge of an external mineral program over the sustaining and a commercial program over the sustaining and a commercial program over WGY, is chairman of the so-cial committee of the newly organized Tri-City Newspaper Guila and will have charge of an external mineral program over the sustaining and the program over the sustaining and a commercial program over the progr

Baltimore

Jack Stewart relaxing in Florida.
John Englar being primed for
plping duty by WEM.
Bob Lansinger achieving the ripe
old age of 31.
More than 1,000 aspirants to date
striving to gain place in WCBM's
Junior Radio Chorus.
Gladys Beek, WFRR's Sunshine
Girl, off to the big town to audition
or NBC.

Girl, off to the big town to audition for NBC.

Joe Imbrogullo, musical director, WFBR, baton-whirling the ork in Congress Hotel's new tap room. On golden jubilee, St. Mary's Industrial School band broadcast half-bour concert over WBAL.

Eavi Lippy, WBAL sargher save Memories initial circ warner in the save in the same in the save in the sa

ance and atterward three spread.

WCAO plans to offer Johns Hopkins University Glee Club as a commercial, providing arrangements can be effected with the college board and a sponsor found.

Des Moines

Oliver Scott and Four Novelty Aces, WOC-WHO, Des Moines, booked by artists bureau for big insurance convention. James J. Hanrahan, KSO chief, has a new daughter, Terry, named for the manns.

nas a new daugnter, Terry, named for the mama.

Iowa basketball tournament to be broadcast from Cedar Falls by Andy Woolfries, KSO.

Wilfred Woody transferred from sales to production department, KSO.

Sales to production department, and Jerry Ratliff, formerly of sales department, WOC-WHO, goes to Denver as field secretary Camp Fire Girls in Rocky Mt. area. Succeeded by Reva Startzer.

On March 7 WOC-WHO picked up national lowa night program honoring Walter Jessup, retiring president of lows University may be president of lows University with the production of advancement, of teaching.

Foundation for advancement of teaching.
WOC-WHO to carry city election returns in the primaries, March 13.
Thirty WOC-WHO artists in a show for the Carlot Egg and Poultry Shippers banquet, March 7.
Frank and Hammond to open 3 week sales tour for artists' bureau, WOC-WHO at Fort Smith. Ark., March 13. To cover 18 towns in 8 states in 3 weeks. Sponsored by Mid-West Petroleum Corp.

Omaha

Business at all stations climbing.

New staff member at WOW is
May Lindquist.
Mrs. Stanley Levin, the Bea Baxter of WOW's women's department,
under the knife for appendicitis.

Phyllis Bader, WAAW receptionist, suffering the week through
from heavy cold.
Gordon Anderson, former Lincoln
ERPH man, now on operating staff
Mac McGowan added to the operating staff at the KFAB-KOIL
Omaha studios.

John Gillin at the mike for the
Bernie-Pabst broadcast from the
Orpheum stage.
Mrs. Rohrs leaving KFAB-KOIL
In mid-March. Grace Steinberg
taites her place in the electric
kitchen.

From the Orpheum organ. Eddie
Butler now remoting daily from the
Military theatre organ.

Ann Neeman, WOW and Midnight
Frolic blues singer, with Bernie on

Phoney Survey

Bridgeport, March 12. Hosiery salesmen who sell on a house-to-house basis have developed a profitable by-product to their company's

product to their company's radio pregram.

Problem of getting inside the home to do their spiel has been facilitated by a ruse. Salesmen now represent themselves in beginning as anxious to converse with housewives on the latter's likes and dislikes on radio programs.

After the housewife has been enticed to discuss what's wrong with broadcasting the salesman slides into his real mission.

the Tuesday roadcasts the Pabst audition winner. Lary Shopen, formerly chief an-nouncer at WAAW, now in a new racket with the Tyrrell and Bern-stein Auction Co.

stein Auction Co.
Dick Keplinger representing
KICK and the Girl Friends' Trio
from WAAW with the Bernie stageshow at the Orph past week,
Ken Golden, whose fame comes
from KOIL, Ann Neeman, WOW,
Phyllis Usher, and Dolly Boop also
showing with Bernie,

West

Seattle radio station programs back in local newspapers after two-month layoff; program sponsors now listed.

month layoff: program sponsors now listed.

KOMO, Seattle, shifts "Pioneers" program, dramatic sketches of Northwest history, to KJR.

Al Fox and his hound dog are now ethering their 'world's worst program' from KFAC.

H. C. Connette who started the 'Memory Lane' serial on NBC and then left the network a year ago, has landed on Hearst's KYA, San Francisco, as one of two new continued the state where she was a radio scrivener.

KYA, San Francisco, addition is George Davis, who bowed out of Sherman, Clay and 'Co. when that musical firm discontinued its radio programs, and is now doing a similar type of musical education period on the Hearst broadcaster.

Pittsburgh

Station WWSW, through a com-mercial tie-up, will broadcast for the third successive season all of the Pittsburgh Pirates, baseball games away from home through a direct telegraph wire service. Walt Sickkee is to give the play-by-play

games away from home through a direct telegraph wire service. Walt Sickles is to give the play-by-play account.

Charles Wakefield Cadman, scheduled for an early visit to the old home town, has agreed to go on the weekly Pittsburgh Varieties progressive of the play with the progressive of the prog

at William Penn Hotel's voluntial Bar.
Aswman Players, well-known
liftle theatre group, doing a weekly
dramatization over WWSW under
direction of Madeline Skelly Foust,
Pittsburgh playwright.

Mid-West

New artists' bureau managed by Sam Silverstein and Percy Robbins for WOWO, Ft. Wayne, has added Jimmie Richard's orchestra and Earl Gardner's group. WOWO barn dance making a tour of territory including South (Continued on page 47)



JAHNNY MILLDOWNEY Popular Comic and Raritone WLW Staff Artist

Theatre-goers will recall Johnny Muldowney, popular comic and baritone, who is now being featured over WLW, as Phil Baker's super-stooge, 'the man in the box.' It was with Mr. Beker that Muldowney was starred in such successes as "Pleasure Bound," "Artists and Models," "Crazy Quilt" and 'Americana. In radio, this versatile artist has been identified with such favorite network features as "The Armour Hour," "Fleischmann Houriont the "Schaeffer Pen" series. He has also appeared in solo roles with such popular orchestras as those of Jan Garber and Barney Rapp.

A native of New Britain, Coin., Muldowney's first professional work was with the "Screnaders" male quartet. Later, three members of this quartet were featured over the networks as the Tastyeast Jestera.

Tastyeast Jesters

From the sound of footsteps to a symphony orchestra . . .



talent and production facilities cover the gamut of radio entertainment. .

COMMERCIALS

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); (Friday); Sa (Saturday).

ACME LEAD 5:30-Su-WARC 6:30-Su-WABC Rd McConnell *Henri H-Mc APPILIATED PD'S

AMER ROLLING
10-F-WJZ
The Iron Master
B. B. D. 4 O.
AMER TOBACCO

Edward. Johnson
Lawrence. Tibbett
Gladys. Swarthest
Wilder and Thomas
AMERICAN OIL
Teeday Martin
"Jos. Katt
Freday Martin
"Jos. Katt
Frank Ferker
"Paris Pearis
Almoute
Frank Perker
"Paris Pearis
Harry Horitick
Frank Perker
"Paris Pearis
Harry Horitick
Frank Perker
Paris Harry Horitick
Frank Perker
Harry Horitick
Frank Perker
Perker
Perker
Perker
Harry Harr

GRACIE BARRIE

"The Sweetheart of the Blues" ON TOUR WITH "THE PASSING SHOW"

This Week (March 9)
ALBEE, PROVIDENCE

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

Jack and Loretta CLEMENS

WJZ 10:45-11 A.M. WILBERT'S

HENRY BURBIG

"A Gay Young Blade"

GILLETTE PROGRAM nday, Wednesday, Friday 6:45 P.M., WEAF

A Ben Bocke Production

HOTEL PIERRE DENNY

AND HIS ORCHESTRA WEAF Tues., 12:30 A.M. Richard Hudnut

WJZ WABC Sat., 12 Midnight Frl., 9:50 P.M.

THE

SIZZ-

First to Introduce 'The Three Little Pigs Are Pork Chops Now'

For Further intermetion:
HAROLD KEMP, MEC Artist Surems
Redle City, New York City
Forsonal Direction, CHARLES A. SAYNA

RAY PERKINS

Palmer House Cushman's Sons Direction SEDLEY H. BROWN

Mabel Albertson Roy Shield Merrie-Men Nell Sisters N. W. Ayer I. 190-Su-WABO Mary Small Land. 3 & W.

CHAMBERIAIN
(Hand Lotion)
7-Su-WABO
Eddle South
Jack Brooks
*Ruthrauff-Ryan

A. S. BOYLE (Floor Wax) 1:30-Su-WABO 'Lazy Dan' Irving Kaufman 'Blackett

Plackett
BARBASOL
BARBASOL
SANDATO-Th-P
ET WIN WABC
ET WIN WEST
BAYES
BAYES
Frank Munn
Virginia Rea
Ohman & Arden
Bert Hirsch
Haenichen Orc
Blackett

Blackett BERCH-NUT 8:45-M-W-F-WJZ

BEECES-NUT

BIGG-M-N-T-W3Z

Red Davig

Berney

Berney

Berney

Berney

Berney

Berney

Berney

Bisonol

L-d-n-WABC

Berney

Bisonol

L-d-n-WABC

Berney

Bisonol

Bis

Toung & Hubberg And San Carlot Courter F. Brabrev F. Br

B-L. & W COAL

B-L. & W COAL

ESC-TU-TU-WASH.

Little Jtaby

Little Jtaby

Little Jtaby

Little Jtaby

Ruth Torke

Rose Kenne

Rose Kenne

Rose Kenne

Ruth Turke

Rose Kenne

Ruthrauf-Rynn

Ruthrauf-Ry

(D.D. D. Ontmens)

7.730-Th. Villey

7.730-Th. Villey

Don Annich

8. Superquise Ore

8. Superquise Ore

CARLETTIN-SUVER

(Pether John)

Merid Willey

John Herrick

1. Santord ore

CARMATION MILE

18-M. WELF

CHILDRY Ledy

1. Bandway

Joan Paul King

(Pictchor's)

6. (Pictchor's)

RUBY NORTON

JACK CURTIS

CURTIS and ALLEN Palace Theatre Bldg. New York TATCH
7:45-Se-WEAF
Wendell Hall
WE. W. Ramsey
FRIGIDATES
19-Te-WEAF
Seth Parker
Phillips Lord
Geyer

FORD MOTOR SUB-Su-WARD 9:38-Th-WARD Fred Waring Ted Pearson N. W. Ayer GEN. SARING 18:38-98-WARD 18:38-98-WARD 18:38-98-WARD 19:38-WARD 9:39-W-WARD 9:39-W-WARD 9:39-W-WARD 9:39-W-WARD

GENERAL CHAM9:39-W-WAED
GRY LOMBARD
GRY LOMBARD
GRY LOMBARD
GRY LOMBARD
GENERAL FOODS
(La France)
(Washing Foods)
Feating
Foods)
Fairfar
Marjorie Johnson
Wm. Slukies Ore
11:48-7u-WEAF
Frances Lee Barron
5:46-8-W-F-WEAF
(Jello)

*Ruthrauf-Ryan
CHAPPEL BEOS.
7:45-Su-WALEO
To Tin
Don Ameche
Bob White
Veginia Ware
Johnny Goss
Jack Daly
*Rogers & Smith
CHARIS

*Bogers & Smith

Local April 10

Local Local Local Local Local Local

Local Local Local Local

Local Local Local

Local Local

Local Local

Local Local

Local Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Local

Loca

Jack Bonny Andrew Bonny Andrew Bonny Hark Mary Livingstone Frank Pinker Mary Livingstone Frank Prank P

"Blackman HUBSTERMS BURGERS WAR BURGERS WAR BOTTON BOTTON

Tony Wons
Keenan & Pailips
'Needham, L & B.
KELLOGO
5:30-Daily-WJZ
The Singing Lady

P. W. Ayer

ERAPT-PHENIE
10-Th-WEAF

P Whiteman Ore
Al Joint Taylor

Ramone

PARST 9-Te-WEAF Ben Bernie Ore "Matt-Fogarty Peggy Healy Jack Falton "J. Wait. Thomp. KOLYNOS 7:15-M-Th-F-WABO Just Plain Bull Arthur Hughes "Blackett PLOUGH, INC. Vincent Lopes Ed. Sullivan *Lake-Spire-C RALST'N FURINA 5:50-M-W-Y-WEAF *Blackett
LADY ESTHER

5-Su-WEAF

10-M-WABO

8:38-TE-WEAF

Wayse King's Ore

*Stack-Gobie

1536-5-W-2-WEAF
Adventures of
Adventures of
Artella Dixon
Ferry Honory
Ford Conneily
1618-T-WEAF
Mine Stylvia of
1618-T-WEAF
Mine Stylvia of
1628-T-WEAF
Mine Stylvia of
1628-T-WEAF
MINE STAN
Charles Lyons
EFF AND STAN
Charles Lyons
EFF AND STAN
LICENTURES
EFF AND STAN
LICENTURES
EFF AND STAN
LICENTURES
EFF AND STAN
LICENTURES
EFF AND STAN
MINE STAN
MINE

Wayne King's Ore
*Stack-Usbot
LAMONY-CORLIPS
GAWAZ

SAWAZ

SAWAZ

SIPAL BRUITS
WAILE THOMPS
LARDE

(AGGOWNETE)

LARDE

(AGGOWNETE)

(AG

ERITHRAM & R
LIGGENT-MYERS
(Chasterfield)
(Chasterfield)
(Chasterfield)
(Chasterfield)
(Chasterfield)
(LIXOR)

Regimald Knorr
Carl Roye, P. 6.
Earl Roye, P. 6.
MANUTTAN
MANUTTAN
MANUTTAN
MANUTAN
MA

Gumblaver
BEXCHIE

BEXCHIE

BEXCHIE

BEACHE

BEACHE

BEACHE

Cheo Salter

Beache

Beac

Pontic House

High Laffe ()

145-Dalif-WK4I

Arthur Ingle ()

145-Dalif-WK4I

Arthur Ingle ()

145-Dalif-WK4I

145-B-WK4I

145-B-WW4I

145

MCC.Erick.
PALMER HOUSE
10-Tu-WJZ
Gladys Swarthout
Ray Perkins
Gate Page
Harold Stokes Orc

S daily rs. 8a-50

**Ship who are

**Ship who are

**Ship who

**S Gaie Pare
Harod Stokes Ore
PERSONENT
Amos 'D' Andy
Charles Correl
Politics Cor

8-TO-WEAP
Leo Reisman's (
Phit Duey
Blow
PILLSBURY
9:50-Tu-WARM
Minneapolis Syr. winder with the state of the st

TABLE DAYS
BAIL-DA-WEE
BAD ROO MARK
1100-TH-WEAT
Arison Jackson
"Stack-Golde TERM, CORF,
(Lona Fint Food)
Stadio Or & Singers
"Creat TAB CO.
TERM CORF,
Rd Wynn
Grahan Jackson
Grahan
Jackson
Jacks Lasy Gillman
Fred Von AmeliJean McGreger
'Hutchinson
11-M-W-F-WARC
'Ooking Close Upp'
'Hutchinson

9:39-T3-WEAF
EA Wynn
Graham McNames
Don Voorbess
"Hanft-Netager
TIDEWATER
(Tydol)
(Tydol)
Jimmy Kemper
Hummtngbirds
Eobert Ambruster
"Lennon-Mitch

Senatos Aditch
UNDERWOOD
6:80-75-WARD
WIII Irwin
Alexander Gray
Nat Shitteret
Mary Esatmas
U.S. TOBACCO
(Dill's Best)
9:30-7-WART
Tall H'r for Men'
Plat Padgett
Padgett
Josef Bonims
"McC.-Erick."

UNION CENTRAL *Roses & Drams' Elizabeth Love George Gaus Robt T Haises Blains Cordner *J. Walt. Thom

VADSCO SALES 7:80-Th-WJZ (Djer K'es) Michael Bartlett *L. H. Hartman

"L. H. Hartman WANDER CO. (Ovaitine) . 5:45-Daily-WJZ Little Orphan A' Allan Haruck Hanrietta Tedro Ed Sprague Stanley Andrews Shirley Poll "Blackett

WARD BARING 6:45-Su-WARC 7:30-Su-WARC

7:30-80-WABC
Tamily Theatre'
Cecit Lean
Cleo Mayfield
James Melton
Billy Artz
WM. E. WARNER
9-W-WJZ 9-W-WJZ (Sloan's Liniment) Warden Lawes (Vince Mouthwash) 9:30-W-WJZ John Chas, Thomas Wm. M. Dnip *Cecil. Warwick

WASEY PROD. 12-M-W-Th-F-WARC 8.80-Tu-WARC Voice of Exprience Erwin Wassy B. L. WATKINS 9-Su-WJZ

Tamara Davis Percy Men About Town Blackett WELCH GRAPE :45-W-3:15-5u-WJ? Trens Rich *Kastor

WHEATENA
7:15-Daily-WEAF
Billy Bachelor
Kaymond Knight
Alice Davenport

Kay Thompson Lennow & M. The Mond & M. The M. The Mond & M. The M

THE GREEK AMBASSADOR

GEORGE GIVOT

HERMAN BERNIE

CHI NBC ROLLING IN **FOURSOME WARBLERS**

Chicago, March 12.

NBC locally is not on the trail of a new male quartet. Is auditioning like mad, but still hasn't found anything suitable. Listened to four in a row last week.

Though as

a row last week.

Though as a matter of fact the town and NBC are loaded with male quartets, such as the Cadets, King's Jesters, Merriemen, Crusaders.

CHAMBERLAIN'S 100 MINS.

Chamberlain and the control of the c

THE

ARMOUR * JESTER

BAKER

EVERY FRIDAY EVENING COAST-TO-COAST

NEW YORK 9:30-10 P. M. S:30-9 P. M. C.S.T. There Station Wild There Station WENR

HARRY MCNAUGHTON

ALIAS "BOTTLE"

THE ARMOUR HOUR

NEW YORK
9:50-10 F.M.,
E.S.T.

WJZ, NBC NETWORK
COAST-TO-COAST

Isham Jones Orchestra

COMMODORR HOTEL, N. 2. The big show sponsored by EX LAX every Mender, 9:80-10 P.M. Suntaining—Turedaya. Thursdaya and Fyldaya, 11:30-12 P.M.; Saturdaya, 11:41:10 P.M.; Const. to coast. WARC

Direction Columbia Broadcasting System

Dick Leibert

At the Console. Radio City Music Hall

BROADCASTING 8 to 8:30 A. M., WEAF, Daily 11:15 to 11:30 P. M., Mon., Tues., Wed., Thurs., WJZ 11:30 to 11:45 A. M., Sun., WJZ

Management ILTON STAVIN

HELLER

Mon., Tues., Fri., 4:15 P. M. Wed, 4 to 4:30 P. M., CST Sat. 4:30 P. M., NBC Munigement NBC, Chicago Per. Rep.; HERMAN BERNIE New York City

Joe Parsons

Radio's Low Voice SINCLAIR MINSTREL Every Monday, 8 P. M., N.B.C. CHICAGO

Radio Chatter

(Continued from page 45)

Whitely, Noblesville and Hunting-ton this week. Each Friday night the rural unit appears at Indiana theatre, Ft. Wayne, and broadcasts

the rural unit appears the are, Ft. Wayne, and broadcasts 45 minutes. Charles Agnew, orchestra leader, interviewed over WKBB, East Dudque, III.

Los Angeles announcer formerly with KGFJ is alring temporarily from midnite till one. Changes in effect in the NBC production department, San Francisco, have John Woodburn out as continuity writer; and Russell Garceau transferred from production to announcing staff.

East

WOKO, Albany, is stirring up in-terest among the young folks through weekly broadcasts of de-bates by young speakears repre-genting the Suburban High School

ARTHUR=

RADIO FAVORITE MIMIC

COLGATE HOUR -COAST-TO-COAST WEAF-COA

ROXY, NEW YORK WEEK OF MARCH 16

CONRAD THIBAULT

Wednesday, 8:30-9 P.M. WABC

Thursday, 9-10 P.M. WEAF

ABE

CALIFORNIA ORCHESTRA COAST-TO-COAST

WABC SUNDAY, 2:80 p. 1 WEAF

FRED ALLEN'S

SAL HEPATICA REVUE

with
PORTLAND ROFFA
JACK SMART
IRWIN DELMORE
MARY McCOY
SCRAPPY LAMBERT
SONGSMITHS

FERDE GROFE'S MUSIC Material by Fred Allen and

WEAF Wednesdays, 9:30 p.m., E.S.T. Management Walter Batcheler

COLUMBIA BROADCASTING SYSTEM

LEON ___

ARMOUR PROGRAM 9:80-10 P. M., FRIDAYS

WJZ
MON.-WED.-FBJ.
WABC
12 MIDNITE
Nightly St. Moritz Hatel, New York Solo Direction MERMAN BERNIE 1619 Broadway, New York

VIVIAN JANIS

ZIEGFELD FOLLIES

Sole Direction ... HERMAN BERNI 1610 Isroadway New York City

Radio League. Pupils choose their topics and speakers.

After hiding in the background of the air lanes, Dale L. Taylor, manager of WESG, Elmira, N. Y., was hauled before the mike for an interview. Incidentally, he built the Tay Parker has resumed his 'Out, of the Studio Window' over WESG. Blimira. It's an educational and entertainment program. WESG also introducing Bernard Morley's new creation, 'Today is the Day' combining historical facts, humorand educational topics. See the second of the studies of the second of the same broadcasting station, WFGH. The State Police in the Albany area also are broadcasting under the call letters of WFCH. Listeners with long-wave sets have found they can pick up WPCH a few points beyond 186 Buel Richardson's pleasant smile and greeting make visitors feal at

of WPCH. Listeners with long-wave sets have found they can pick up WPCH a few points beyond 150.

Bus an include a few points beyond 150.

Bus an include a few points beyond 150.

Bus an include a few points feel at a form at WOKO, Albany, where he is office manager. Not even a jamup in program time can ruffle his urbanity.

Harold F. Smith, general manager of WOKO, Albany, down to Coral Gables, Fia. for a vacation.

Reporters on the Buleton Spanish of the same and the

be broadcast ever WQDM, St. Albans, Vt.
Ellen Hull Leonard is now directing the Young Fingers program on WCAX, Burlington, Vt.
Drug stores are about the only type of retail stores not represented on the books of WCAX, Burlington.
Crasy Water Crystals has contracted with WQDM, St. Albans, Vt., for three weakly programs.

tracted with WQDM, St. Albans, Vt., for three weekly programs,
Mitchell Dairy Co., Bridgeport,
renews Joe Lopes, Memory Song
Man, accompanied by Ivory Tickler
(Lou Weiss) for 52 weeks at WICC.
Program spotted 6:15 p.m. Monday
and Thursday. Lopez is WICC station supervisor.

Stamford song
specializing in Connecticut composteri, songs in WICC, Bridgeport,
series.

osers' songs in Wicc, Bringsport, Pries. Judson La Haye, pianist-program irector at WiCC, Bridgevort, and ann Marie Havrilla, contratto-niece f NBC's Alois, Sunday-nighting at lotel Stratfield. Carol Benedictal, young Norwolk

Carol Benedict, young Norwolk bluesinger, definitely clicking with WICC, Bridgeport; her planist is Emma Bishop.

South

KTRH, CBS Houston station re-cently purchased by The Chronicle is building semi-news and chi-dren's programs. Chronicle Comics, dramatization of the comic strict is a daily late afternoon spot which

ORIGINAL

CALIFORNIA COLLEGIANS

"Fifty Million Frenchmen" "Three's a Crowd"

NOW

"ROBERTA"

NEW AMSTERDAM

Radio Finds 'Em

St. Paul, March 12.

St. Faul, March 12.

'Oh, Eleanor, where art thou? pleaded Minnesota Tourist director George H. Bradley over WCCO.

It seems that someone living in Oregon had written in to the Tourist Bureau asking the address of Eleanor Pepin, who raises snalls for living and resides somewhere in Minnesota. After the Bureau had tried through various chambers of commerce, city directories, etc., for nearly three-weeks—unsuccessfully—Bradley asked his radio audience to help.

Less than a minute after the close of the broadcast, the phone rang three times, all calls telling him the snati-hatcher's address.

is clicking. Good reaction also has followed inauguration of a Notes and Sidelights' period written by City Editor Emmett Martin Walter and devoted largely to local news exploitation.

New wave frequency has been granted by FRC to KTRH, moving location from 1120 kilocycles to 630 kilocycles to eliminate interference.

kilocycles to eliminate interference.

Lawyer-wife of former Governor

W. P. Hobby, president of the
Houston Post, has stepped in to
take over editing of radio page for
thouston Post, has stepped in to
take over editing of radio page for
the over editing the respective of
the over editing the respective of
the over editing of radio page of
the over editing of radio page
to the Post executive several years
ago. Radio page of the afternoon
through staff of KTRH.

A new portable transmitter was
used to broadcast arrival of British
stamer, 'City of Houston,' by
KXYX on its malden voyage to
FO. Houston its malden voyage to
FO. Houston on the oversite of
KXYX on its malden voyage to
FO. Houston over the oversite of
the oversite of the control of
the oversite of the control
per and two plano teams.

Gayle Grubb, WKY, Oklahoma
City, doesn't care for grand
opera or symphonic music, but he's
nuts about two-plano teams.

Gayle Grubb, WKY, Oklahoma
City station manager, had a tenday vacation coming. Scheduled
in Galveston to do a little serious
flating, he returned the edit
and cold.

An audit of Hstengers response to
recent programs over KOMA, Oklahoma City, reveals that the daily
mail had brought letters from 27
states and three foreign countries.

XYOO, Wulsa, announcing: staff
had brought letters from 27
states and three foreign countries.

XYOO, Wulsa, announcing: staff
hing the country of the New
York World-Telegram, who's there
at the Pinearest Manor recuperating from an illness that dates back
to July.

Threads, Inc., of Gastonia, N. C.,

Threads, Inc., o

accommodate the crowds of youngsters.

Announcers for WBT compared
gitts from listeners recently. Clairs
Shadwell's pig was the best offering-ever to come his way—said to
greatest problem.

The compared to the compared
guality in his voice, gets more food
gifts than all the rest combined.

Francis Craig, WSM orchestra,
playing Hermitage Hotel, Nashville,
each Saturday night.

New Business

(Continued from page 43)

in Style and Shopping Period. Placed direct. KDKA.

Portussin Co., Seeck and Kade, thirteen 100-word announcements. Placed by J. Walter Thompson Co. WWSW.

WWSW.

Sakals Foun ry, weekly 15-minute program for 13 weeks. Placed direct. WWSW.

Lewis Broadcasters, renewal of 52 half-hour programs to be used within period of 99 days. Placed direct.

WWSW.

in period of 99 days. Placed direct. WWSW. General Foods Co., in co-operation with number local grocers, six programs, Polly Put Her Kettle On, informal monologue by Lillan Malone, weekly for 52 weeks. WWSW. Acme Window Shade Co., Six announcements WWSW. Solvent Co., Six announcements www. WWSW. John Froser, six 15-minute programs. Placed direct. WWSW. Engelman's, two announcements only. Placed direct. WWSW.

PORTLAND, ORE

PORTLAND, ORE.

Huntington Rubber Mills, local account, five months' program service, five minutes, Vagabonda of the Road. Sold by station. KGW.

Educards Furniture Company, local account, announcement service, one month. Sold by station. KGW.

Greaken Berry Green, on cooking school feature program. Sold by station. KGW.

Hill Military Academy, local account, sold announcement service or program feature Friendly Chat.' Sold by Frederick Schmalz agency. KGW.

Gill Brothers Seeds Company, lo-

program reature 'Friendly Chat.' Sold by Frederick Schmalz agency. KGW.

GHB Brothers Seeds Company, local account, through W. S. Klipatrick Agency, ten times, ten minute program servick KRS. Razor Company, through Ruthrauff and Ryan, Inc. one month announcement service, oral mouth announcement service, local account. KGW. On the gas ny. Announcement service, local account. KGW. Star Radio Company, local dealer, announcement service, local account. KGW. Star Radio Company, local dealer, non month announcement service, local service. Sold by station. KGW. Lipman Wolfe & Company, local department store, announcement service. Sold by station. KEX. Lipman Wolfe & Company, local department store, announcement service. Sold by station. KEX. Logen. Oldsmalle Company, calledian minute store, announcement service. Sold by station. KEX.

FORT WAYNE

Numbersofte, 16 minutes every Sunday for indefinite period. Placed through Scott-Howe-Bowen agency. W(WC). Cocc. Cola, one hour weekly on Sunday afternoons from 3 to 3. W(1).

WOWO.

Ooca Cola, one hour weekly on Sunday atternoons from 3 to 3.

Whith Brothers, time signals daily. Placed through Scott-Howe-Bowen agency. WOWO.

Bancilla, daily announcements for indefinite period. WOWO.

Bursley Home Stores, table talk for 15 minutes on Friday afternoons. WOWO.

Alice Mills, short announcements dillette, dramatic sketch weekly. Henewal. WOWO.

Dodge Auto Company, daily announcements. WOWO.

Poinsette Auto Company, two announcements. WOWO.

Poinsette Auto Company, two announcements. WOWO.

DES MOINES

Pyroil Co., 6-10 inquiring mic. Sears Auto Co., 13 16-minute programs, now DeSoto. KSO:
Chase Investment Co., renewal, four announcements, slally, 13 weeks.
Coolidge Adv. Co., Des Moines. KSO.
Roosevotet Shopping Center, daily announcements, 52 weeks. KSO.
Ford Motor Co., four announcements.

Roosevelt. Shopping Center, dally announcement, 82 weeks. KSO.
Ford Motor Co., four announcements daily 38 days. KSO.
Chinberg Furniture Co., tenewal of chain break announcements, 52 announcements. KSO.
3. 4 G. Malted Cocca, daily announcements. Le weeks. KSO.
Peacock Candy Co., 52 one minute smouncements. KSO.
Siegel's Persiture., renewal, daily announcements, 12 weeks.
KSO. daily KSO.

KSO.

Stearns Ready-to-Wear, 52 chain break announcements. KSO.

Ungles Baking Co., seven 15-minute programs, Jackie Merkle and

JULES

At Prima Rainbo Gardens

NBC-CHICAGO-NBC WENR (Dally) 10:30 P.M. CST WJZ ('ed.) 11:30 P.M. EST

daily chain breaks for 78 announcements. KSO.

Crandall's Boot Shop, one hour broadcast, kiddie party and 18 chain break announcements. KSO.

Thrift, Inc., renewal, 26 one minute announcements. KSO.

Rite-Way Grocers, the 15-minute programs. Coolidge Adv. Co., Des Mothes. Coolidge Adv. Co., Des Mothes. KSO.

Foreman and OM*k, renewal, three announcements daily 12 weeks. KSO.

Taylor's Ready-to-Wear, 52 chain break announcements. KSO.

Kahn Milmeryl, 13 five-mi program style talks. KSO.

Gepper Studos, seven 15-minute programs, Jackie Merkis.

Demon of the Strings

EDDIE=

Versatility in Entertainment



PURE OIL **PROGRAM**

WJZ very Saturday 9-9:30 P. M.



Featured Nightly HOLLYWOOD RESTAURANT NEW YORK

RUDY VALLEE

JACK BENNY

WEAF 10-10:30 P. M. **EVERY SUNDAY**

CHEVROLET PROGRAM

IRENE TAYLOR

Personal Management

SEGER ELLIS ROCKWELL O'KEEFE, Inc. RKO Bidg., Radio City, New York

HENRY BUSSE

AND HIS MUSIC

NOW CHEZ PAREE Chicago

Breadcasting Nightly CBS

PAT KENNEDY

(The Unmasked Tenor) Sponsored by Paris Medicine Co. WGN, Chicago, Dally 1:30-1:45 P M. CST

12 Night Spots with Bands and Floor Shows; Kansas City's Biggest Season

Kansas City, March 12. Competition for business between the numerous night clubs and dance ade gravy for the mu-

the numerous night clubs and dance nade gravy for the munide grave for the history of
this town. Thousands have been
spent in decorations, furnishings
and equipment, and now it is a fight
for the survival of the fittest.

Following is the list of acts, orchestras and prices at some of the
local resorts this week:
Ritz—Carol and Evelyn, Kenyon
Hull, Billy Love, Evelyn Mann,
Silirioy Roberts, Fred Carnahan
m.c. No couvert.
-Club Alamo—Van and Van Mable
Hill. Three Chocolate Drops, Count
Rasie's orchestra. No couvert.
-The New Reel—George (Tap)
Sheppard, Mary Quinn, Eileen
Morge, DeLores Le Mar, Reel Sisters, Emil Chaquette's orchestra.
-Silver Silpper—Connie Cello, Ken,
Moyer, Carol Chappelle, Jack and
Jane verêt, Rosalle Bell; Dick
Ware, mr. 50c admission Saturdaye
only.

Coco-Nut "Grove — Duvall and

Jane veret. Rossile Dell. Jane and Ware, mc. 50c admission Saturdays only.
Coco-Nut. Grove — Duvall and Tregs, Six Dancing Dolls, Jane and Ethel Grant, Virginia Dale, Lolsita; Clyde Snyder, m.c.; Billy Miller's band. Admission 25c. Saturday nights, 40c.
Hi-Hat Club—McLoud isters, Evelyn Roth, Johnnie Herron. No couvert.
Harlem: Club—All-colored show; Olive and Joe, Shorty and Ruby, Sibley, Three Bad Boys, Julia and George Lee. Benny Moten, George Lee orchestra. Exclusively white patronage. Admission, 25c.
Mardi Gras Club—The Marseilles, Jean and Joe Lytell, Rae Murry, Dorothy Donnell, Maryin, Randazzo, Lean had Joe Lytell, Rae Murry, Dorothy Donnell, Maryin, Randazzo, Katherine O'Grady, Johnny Whetatine's orchestra. No couvert.
Dante's Inferno—Rossell Sisters, Katherine Nicpor, Helen Crandall, Jean Carrol, Elle Madlof, m.c.; Charles Perry's band. No couvert.
Paramount Club—Myron and Evelyn, Marlon Sullivan, P.Jaul Pagano, Johnny O'Connor, m.c.; Johnnie Engro's orchestra. No couvert.
Bar Le Due—Virgil Hill's orchestra and floor show. No couvert.

Lombardo at Waldorf

Chicago, March 12.
Guy Lombardo band opens at the
Waldorf-Astoria, New York, early
in June for the summer season.
Following present California stay
the band hops down into Galveston
and New Orleans for some cafe
dates.

Cummins for Karzas

Chicago, March 12.
Bernie Cummins will go into the
Andrew Karzas southside Trianon
ballroom this summer, replacing
Jan Garber band when it goes to

oast. Cummins band will also take over he northside Aragon bandstand his spring when Wayne King takes leave of absence.

HARRIETTE CAPEKIUN

MIAMI-BILTMORE

HOTEL MIAMI, FLORIDA

AFTER TEN WEEKS

PALAIS ROYAL **NEW YORK**

Now It's Athletes

Baltimore, March 12. Battimore, March 12.
With the old nife club talent drafting dedge, 'theatrical night,' seemingly out because of thumbs-down attitude of artists, newest wrinkle is athletic nights,' which feature sports figures in attendance on specified evenings as 'guests.'
Local pro hockey team en masse has been hosted by trio of niteries to date. Orioles, town's ball club will be guested

masse has been hosted by trio of niteries to date. Orioles, town's ball club, will be guested at several spots prior to de-parture to their training camp. The spots advertise the letes as extensively formerly did the actors.

Anti-ASCAP Soc. In Balto Petitions **NRA** Intervention

Baltimore, March 12.
At a mass meeting last Wednesday (7) John D. Farson, local bandmaster and chalrman of the executive committee of the Music Teers' Protective Association, an organization of recent formation with membership of 100 proprietors and operators of restaurants, nite clubsidance halls, taverns and radio shops, asserted that the American Society of Composers, Authors & Publishers, through its complete control of copyrighted music, composes a monopoly that has affected injuriously practically every business man using music and in some instances has put proprietors of small establishments out of business.

Music Users was formed to com-bat the system of license fees as practiced by ASCAP. At the meeting it was asserted NRA in-tervention had been invoked be-cause in many instances proprietors of spots had been forced to dis-

of spots had been forced to dispense with musicians due to inability to pay ASCAP fees.

Harry L. Katz, counsel for Musici Users stated a petition has been filed in Washington with Federal Trade Commission asking investigation of the society.

Climaxes six months of wrangling locally between dinery operators and ASCAP. Henry Chesterton, for years local collection rep of the society was removed five weeks ago, this region merging with Philadelphia district and coming under jurisdiction of H. A. Brown, ASCAP rep in the eastern Fenn. territory.

MUSICIANS' UNION 802 AFTER N. Y. BALLROOMS

To eliminate underscaling, the New York musicians union is ad-justing salaries and working condi-tions in the Broadway ballrooms Parleys are being held with the in-dividual operators of these spots to learn what they have been pay-ing their bands and what they can afford to nads

afford to pay,
Union hopes that by resetting the
scale the baliroon owners will cooperate against underscaling, issue
bona fide contracts and will not
engage in kickback practices. Move engage in kickback practices. Move to straighten out the ballroom situation follows similar readjustment among the Chinese restaurants. Bandmen working in the latter spots are collecting their salaries from the union. Employer turns the envelope over to the local and 30% is held by the union in escrow t make sure there isn't a kickback.

BEER MEANS TALENT

Jackson, Miss., March 12. Grissom's night club opened here ist week, when beer was legalized

in the state.
Some talent is being used from New Orleans, Birmingham and other

Erwin Bargy setting up an office as the Chicago representative for the newly formed Isham Jones Mu-sic Co.

Victor in NBC's Quarters

RCA Victor has sublet from NBC RCA Victor has sublet from NBC a couple of floors of the network's former layout at 711 Fifth Ave Space will be used both for offices and recording studios. Phonograph expects to move from its present stand at 153 Elast 24th St., around April 1. NBC's lease at the Fifth Ave. address has seven years to go.

802 VOTING ON HOME RULE

cians union votel all day yesterday (Monday)

whether they want local autonomy Poll will bring to a head the 10-year battle by the musicians right to appoint their own officers. they could break away from their

jobs.

'Under the present executive setup, the local authority over the selection of officers is held by Joseph Weber, prez of the American Federation of Musicians.' He acquired this right when Local 802 was chartered at part of the international union's campaign against the original New York branch.

A secret vote slated for next week will determine whether the branch should demand the right to govern its affairs as other locals in the A. F. of M. are permitted t. do. If okayed, the membership will select a committee of 11 to take the issue to the international board.

MUSIC NOTES

Jack Mills has taken over American publication rights to the French screen musical, 'La Belle de Nuit.'
It's a Metropa release.

Dave Oppenheim and Mike Cleary returned Tuesday (6) from London. Went over a couple months ago to write the current revue at the Dor-

Anson Weeks opened at Sui Jeb, Galveston, March, 9, for a four weeks' engagement. First of series of big time orchestral attractions booked by Sam Maceo. Guy Lom-bardo will follow Weeks, with Ben Bernie slated later.

Song writing is a side line with MacPherson, who handles the ad-vertising copy for Maddux, Inc.

Deal on for Don Bestor to replace George Olsen at the Pennsylvania New York.

Billy Moll is doing Ted Florita's arrangements for the Old Gold show. Moll formerly was a Sha-piro-Bernstein staff arranger.

indications are that Hal Kemp will take over the Roosevelt, New York, bandstand around May 1.

Claude St. Low, of Canadian Music Sales, was in New York last

Shapiro-Bernstei has filed an answer to the suit brought by Sam Robbins for royalties on the sheet sales of "The Old Spinning Wheel." Robbins is asking for a cent a copy. Publisher's reply was a general denial.

Raymond Paige's 24-piece band on the Coast is plattering several of the Walt Disney tunes for Victor, and likewise about six songs from the latest Bing Crosby pic, 'We're

Lou Diamond has put in a bid for the picture rights to the title 'Stormy Weather,' Paramount has a feature in mind for the tag.

Jack Souders takes a dance band into the Hotel Senator, Sacramente, on March 3, booked by the Thomas Lee Artists Bureau, Former F&M mc. will broadcast over the Don Lee network from KFBK, Sacto.

Most Played on the Air Last Week

To familiarize the rest. of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WBAF and WJZ of the NBO choin, and WABO, key station of OBB), along with the total of plugs on New York's two full-time independent stations—WOR and WMOA. Data obtained from 'Radio Log' compiled by Accurate Reporting Service.

	WEAF		
	WJZ	WOR	
Title	WABC	WMCA	Total
'You Oughta Be i 'Let's Fall in Love'	24	19	43
'Let's Fall in Love'	25	13	38
'Over Somebody Else's SI	oulder 14	20	34
'Carioca'		13	32.
'This Little Piggy Went		16 .	80
Without That Certain T	hing' 21	8	29
'In a Shelter From a Show	Mary 10	18	
'There Goes My Heart' 'Champagne Waltz' 'Wagen Wheels' 'Going To Heaven on a M		14	28 · 27 ′
'Champagne Waltz'	24	= 71	26
'Wagon Wheels'			25
'Going To Heaven on a M	ulo'	5" 6 ".	23
Smoke Gets Into Your E	yea'	7	22
'Love Locked Out'	1. 1. 1. 1.	8	22
Something About a Soldi	or'	7	21
Boulevard of Broken Dre	ams'		21
'What's Good For the Go	080'		
	of morning to the sail	The state of the second	

No Liquor, Beer or Dancing Quiets Barbary Coast Thoughts of Revival

Philadelphia French

Philadelphia, March 12. French flair in night club names hit a snag in Philly this week, in connection with the opening of the new spot called opening of the new spot called Cafe du Pares. A buge sign had caught the eye of an ob-server who informed the pro-prietor that the tills should be spelled de and not: Whereupon the owner pulled the prize nitry, 'I don't care how they spell it. This place is gonna be different.'

NIGHT CLUB REVIEW

Club Rendezvous, Balto. Baltimore, March 3.

Baltimore, March 3.

There were three or four tries in this spot during pre-depresh era, all ill-starred. Now after four years darkness the bilnds have been lifted by Chic Kessler in a manner that betokens more chance of success.

Booze a prime help, also low rentification four, entered by the spot's one four, entered by the spot's design the spot of t

spread and felicitous announcement, place was under capacity at peak hour.

Rectangular room, seating 125 comfortably. No dinner, but full supper menu and completely regimented list of liquors, plus few of the more popular wines. Sans couvert, with \$1 at all times, standard teach currently in Balto. But and take currently in Balto. Supper mented list of liquors, plus few of the more popular wines. Sans couvert, with \$1 at all times, standard teach currently in Balto. Supper supper

Goldman Leaves Robbins

Mack Goldman is no longer general professional manager for Robbins Music Corp. Break followed a verbal clash between Goldman a verbal clash between Goldman and Jack Robbins, Goldman went on the Robbins payroll last summer.

San Francisco, March 12.
What was once a potent flower is
the tortade again: it's the Barbary
to tortade again: it's the Barbary
the high road to a fat and fast

on the high-road to a fat and fast figure.
Liquor sales permits were defi-nitely turned down by the State Board of Equalization this week, and the Frisco Police Commission, which was about to issue dance permits to the half-dozen Coast spots, has re-

versed itself.
Result is no drinking, no hoofing,

Versed:itself.

Reault is no drinking, no hoofing, no business. Places are beginning to hold up, four locked the doors already, and the remaining two getting about 100 customers a day. These take a soft drink at two-bits and then scram out.

Orchestra, entertainers, waiters, et al., are out, and the old Coast, with some \$100,000 sunk in bringing it back to life, is already deader than a glass of yesterday's beer. Clubwomen did it, their mass protests flooding the offices of police, dity supervisors, mayor and others. Public opinion, too, may force the closing of three Market street beer joints. A cop was beaten in front of one of these last week, dying few hours later.

Sanders Backs Out

Sanders Backs Out

Chicago, March 12.

With details all completed, Joe
Sanders backed out of the proposed
Blackhawk restaurant engagement
at the last minute. Sanders stated
he wanted to go back to Kansas
City for a vacation instead. MCA
had been trying to arrange a return of the Coon-Sanders name to
the Blackhawk, bringing in the son
of late Carleton Coon for the other
half of the name.

Nothing yet set to replace the Hal
Kemp aggregation when it moves
out for a road tour next month.
Kemp is booked for the Lincoln
Tavern out in the suburbs for the
summer season.

A Favorite Who Continues CHARLES CARLILE CHARLES CARLILE Broadcasting via CBS and thrilling audiences with one of radio's most glamone of radio's rad

ROBBINS
Goldman
Robbins
Robbins
Robbins

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ-PAREE

CHICAGO

NO NEW SOCKS HELD BACK **FEBRUARY**

New York, March 13.
February failed to produce a new
gmash seller for the sheet music
business, with the result that wholesaler takings were by a wide margin, beneath the levels of the pregin beneath the levels of the pre-vious two months. Sharp slump set in after the first week of Feb-ruary and the lowdown situation prevailed right through to the turn into March. Mechanical field, on the other hand, felt something of a nudge upward during February. Of the leading six for February. The Old Spinning Wheel' held up

"The Old Spinning Wheel' held up sturdily, with the end of the month-ing over the 500,000 copy mark. Then now gives indication of mor-tage into the 650,000 or better class. Through the last week of the month, despite the general dip in the industry, it was averaging 5,000 section.

the industry, it was averaging 5,000 sheets a day, "Smoke Gets Into Your Eyes' (T. B. Harms) retained the deuce niche consistently through February, while "Good Night Little Girl' (Morris) moved out of the rung below to make way for Robbins' Make Hay, While the Sun Shines.' Last month found "This Little Piggy Went to Market' (DeSylva) doing the champing-up of the sextet with the sales tally making it an easy No.5. "Throw Another Log: on the Fire' (Felst) built its way up gradually to the next slot.

built its way up gradually to the next slot.

Among the runners-up for the month were 'Everything I Have Is Yours' (Robbins), 'On the Wrong Side of the Fence' (Donaldson), 'Orchids in the Moonlight' (T. B. and 'Carloca' (T. B. Harms). Last two numbers are from the picture Flying Down to Rio.

Rio."
In the disc sector Jimmy Durante was top attraction for Brunswick, Paul Whiteman was Victor"
white-haired boy and Benny Goodman was still going strong for Columbia.

VICTOR-No. 2

VICTOR-No. 8

VICTOR-No. 4

VICTOR-No. 5 VICTOR-No. 6

less Sport in Chi
Chicago, March 12.
Little change in the top, setup in
the sheet music beat sellers. Clast
Round Up' dropped out of the picture, going below the first 10. Big
rise of the month is the novelty
Little Piggle Went to Market,
which comes into the blue ribbon
arena from mowhere. Outside of
the big six but still in the money
are "Temptation," which rates
seventh, 'Orchids in the Moonlight,'
After Sundown' and Everything I
Have Is Yours' to follow in that
order.

Discs sales are making every-ody happy. Pickup is more no-iceable here than in any other ranch of the music trade. Those branch of the music trade. Those taverns with the coin-operated machines are meaning plenty of business for the record manufacturers. Particularly is this true down in the south, where they would still rather listen to a hot disc than the Metropolitan Opera on the radio.

Coast Fair

Coast Fair

Coast Fair

Coast Fair

And The February sales of both sheets and platters was brisk for the first two weeks, then a lull and strong pick
Darloca, recorded by Harry Sosnik's orchestra for Victor, jumped into the lead as the bis platter soller for February, with Little soller for February, with Little soller for February with Little soller for Runswick, Rudy Vallee's Flying Down to Rio' and 'Orchids in the Moonlight' were in heavy demand, with 'Song of Surrender' proving a popular buy for both Brunswick and Victor.

In the dime stores 'Shack' led the in the dime stores 'Shack' led the sales of sheet music, while 'When Tomorrow Comes' topped the stores catering to a more conservative trade. 'Spinning 'Wheel' is still a big seller. 'Smoke Gets in Your Eyes' demand continuing heavy.

Lete Customers Play

Watertown, N. Y., March 12.
Dick Betts, playing a week's ensagement at Schine's Avon, gavcustomers a chance to play the orsan. Betts carries a baby console gan. Betts carries a baby community which he gives patrons an opportunity without having t

tunity to play without having to leave their seats.

He also invites them to step up to the mike at the organ and sing.

FEBRUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING FEBRUARY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
BONG-No. 1	'The Old Spinning Wheel'	'Old Spinning Weel'	'Little Grass Shack'
BONG-No. 2		'Smoke Gets in Your Eyes'	'When Tomorrow Comes'
BONG-No. 8		'Throw Another Log'	'Old Spinning Wheel'
80NG-No. 6	'Good Night Little Girl of My Dreams' "This Little Piggy Went to Market'		'Good Night Little Girl'
80NG-No. 6	Throw Another Log on the Fire'	'Make Hay While the Sun Shines'	'Goin' to Heaven on a Mule' 'Smoke Gets in Your Eyes'
0			Omene dots in Your Lyes

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK-No. 1	'Inka-Dinka-Doo,' 'Hot Patzata' (Jim- my Durante)	'This Little Pi ' (Victor Young Orch:)	Little Grass Shack' (Ted Fiorito Orch.)
BRUNSWICK-No. 2	'On a Steamer Coming Gver,' 'We're All Riding on a Ranbow' (Bert Am- brose Orch.)	'Carioca' (Castillian Troubadors)	Night on the Water (Guy Lombarde Orch.)
BRUNSWICK-No. \$	'Smoke Gets in Your Eyes,' 'This Lit- tle Piggie' (Ruth Etting)	'Old Spinning Wheel' (Victor Young Orch.)	Song of Surrender (Wayne King
BRUNSWICK-No. 4	'That's Love,' 'Lullaby in Blue' (Casa Loma Orch.)	'Coffee in the Morning' (Boswell Sisters)	'Temptation' (Ted Fiorito Orch.)
BRUNSWICK-No. 8	"Wonder Bar," Why Do I Dream Those Dreams" (Freddy Martin Orch.)	'Love Locked Out' (Ambrose Orch.)	'Let's Fall in Love' (Gus Arnhelm Orch.)
BRUNSWICK-Ne. 8	'Wagon Wheels,' 'I Can't Go on Like This' (Abe Lyman Orch.)	'My Little Shack' (Ted Fiorito Orch.)	'l Raised My Hat' (Guy Lombarde Orch.)
COLUMBIA-Ne. 1	'Ol' Pappy,' 'Junk Man' (Benny Good- man Orch.)	'Orchids in the Moonlight' (Enrico Madriguera Orch.)	'Riffin' the Scotch' (Benny Goodman)
COLUMBIA -No. 2	'Orchide in the Moonlight,' 'Carioca' (Eric Madriguera Orch.)	'Smoke Gets in Your Eyes' (Emil Cole- man Orch.)	"I've Got the Jitters' (Ben Pollack Orch.)
COLUMBIA-No. 8	'Music Makes Me,' 'In a Shelter from a Shewer' (Emil Coleman Orch.)	Orch.)	'Love Me or Leave Me' (Benny Good-man Orch.)
COLUMBIA-No. 4	'My Little Grass Shack,' 'Goin' to Heaven on a Mule' (Ben Polinck Orch.)	'Music Makes Me' (Emil Coleman Orch.)	'Ain't You Glad?' (Benny Goodman
COLUMBIA-Ne. 6	'Wagon Wheels,' 'You're in My Power' (George Olsen Orch.)	'O' Pappy' (Benny Goodman Orch.)	'This Little Piggy' (George Olsess Orch.)
COLUMBIA—No. 8	The Super Special Picture of the Year, 'We Own a Saloon' (Yacht Club Boys)	'Carioca' (Enrico Madriguera Orch.)	'Tappin' the Barrel' (Benny Goodman Orch.)
VICTOR-No. 1	'Smoke Gets in Your Eyes,' 'Something	'Wagon Wheels' (Paul Whiteman)	'Carioca! (Harry Sosnik Orch.)

Count Your Blessings, 'Caricca' (Barry, Sosuik Orch.)

'Old Spinning Wheel,' 'Hang Out the Stars in Indiana' (Bay Noble Orch.)

'I-Just Couldn't Take it Baby,' 'One Hundred Years from Today' (Eddie Duchin Orch.) 'Goin' to Heaven on a Mule' (Rudy Love Locked Out' (Ray Noble Orch.)

'Vallee Orch.)

This Piggie Went to Market' (Eddie Duchin Orch.)

This Piggie Went to Market' (Eddie Duchin Orch.)

'Song of Surrender' (Eddie Duchin Orch.)

'Boulevard of Broken Dreame' (Jan Orch.) n Orch.)
in the Moonlight, Flying
te Rio' (Rudy Valle Orch.)
all in Love, Love is Love Any(Eddle Duchin Orch.)

Inside Stuff—Music

New York Musicians' union is taking action against a band leader responsible for some of the kickback' allegations raised recently in union circles. Papers recommending his expulsion have been prepared for submission to the international board of the American Federation of Musicians for action.

Trial board of the New York local has already found the leader guilty

Arran board of the New York local has already found the leader guilty of working his men under scale. Band involved was employed in a Chinese spot on Broadway.

After the New York union had adjusted wages and conditions in these Chinese restaurants so that the 'kiekback' thing would be eliminated this leader undertook to pay off half of what he actually collected, with the explanation to his men that he had to take care of 'somebody in the union.' While on trial the bandman admitted that his story to the men in the band was a complete fabrication and that he retained the money for himself.

Jack Hylton, British bandsman, last week obtained permission from Justice Sheintag in New York Supreme court to reargue the motion for a temporary injunction against Mills Artists Bureau, Inc., and Irving Mills. Hylton wants Mills stayed from booking any of his acts. in Engling he and the stay of the stay of his acts. In Englind From the Mills of the Hylton's counsel made no mention of Tom Rockwell or the latter's acts, which the British maestro the week before also sought to restrain from doing business in England. Hylton claims that despite an exclusive booking contract he held with Mills the latter arranged to have the Foster agency handle Cab Calloway's current London and Continental tour.

For this Hylton wants \$50,000 damages and a permanent injunction against Mills.

If the phonograph recording companies are amenable to the idea the Music Publishers Protective Association will declare any film track dubbed from a commercial diek contraband and treat such synchronizations as violations of the copyright law.

MPPA wants the major recorders, such as RCA-Victor, Columbia and Brunswick to include on the label of each disk a warning against the platter's use-for-redubbing on picture sound tracks. With the recorder amenable to the MPPA diea the publishers' organization would have easy sailing in the event it brings legal action.

Name of the artist or act or band that did the recording would be named by the MPPA as the plaintiff in the action brought against the film track synchronizer.

film track synchronizer,

Big returns on 'Carloca', from the Radio musical, 'Fiying Down to Rio', has been responsible for the revival of the rumba vogue among music publishers. At least six firms are readying tunes in this category for release.

Trade Watches Max Mayer Trial

\$1,250,000 Anti-Trust Suit Nearing End After Week of Testimony

Triel of Max Mayer's \$1,250,000 anti-trust suit against the Music Dealers Service, Inc., and \$4 member publishing firms yesterday (Monday) went into its second week before a jury in the New York Federal court with the plaintiff himself spending his third consecutive day on the stand. Airing of action is looked upon by the music trade as of utmost importance because in the event Mayer obtains a verdict his counsel will press a motion for the dissolution of the MDS.

'Another Log on the Fire' (Don Bestor

'Carioca' (Harry Sosnik Orch.)

First witness in the case, after First witness in the case, after the jury had been picked last Tuesday (6) morning was Maurice A. Richmond, Mayer's former partner and now general manager of the MDS. Richmond, cited to the stand by Mayer's counsel, devoted the next two days to explaining how the distributing combine functions and also the basis upon which each of the member publishers were taken in. John G. Paine, chairman of the Music Publisher Protective of the member publishers were taken in. John G. Paine, chairman of the Music Publisher Protective Association, succeeded Richmond on the stand to tell who were the effects of his organization and alto tell who were the effects of his organization and alto the given the comparative ratings of certain publishers, such as Sam Fox and Feist.

Case threatened to go to a second Case threatened to go to a second mistrial Saturday when A. S. Gilbert, trial counsel for the defendants, objected to some testimony given by Mayer. In the general crossfire between contending counsel and Gilbert moved that pro-ceedings be called off. Court re-jected the request and ordered that the counsel proceed.

Flying Down to Rio' (Rudy Vallee Orch.)

Orchids in the Mocalight' (Rudy Val-

lected the request and ordered that the coursel proceed.

Elaroup came while Mayer's lawyer was quizzing him, about a conversation the jobber alleged he had had with Louis Bernstein of Shapiro-Bernstein. Mayer said that after looking your the original plan of the MDS, which he original plan of the MDS, which he original plan site in had put at his disposal, he (Mayer) remarked that he had consulted his lawyer and the latter advised him that any such project would be illegal. Thereupon, testified Mayer, Bernstein told him he had consulted his own lawyer and had obtained a similar opinio. This testimony was ordered attruck out by the court. by the court.

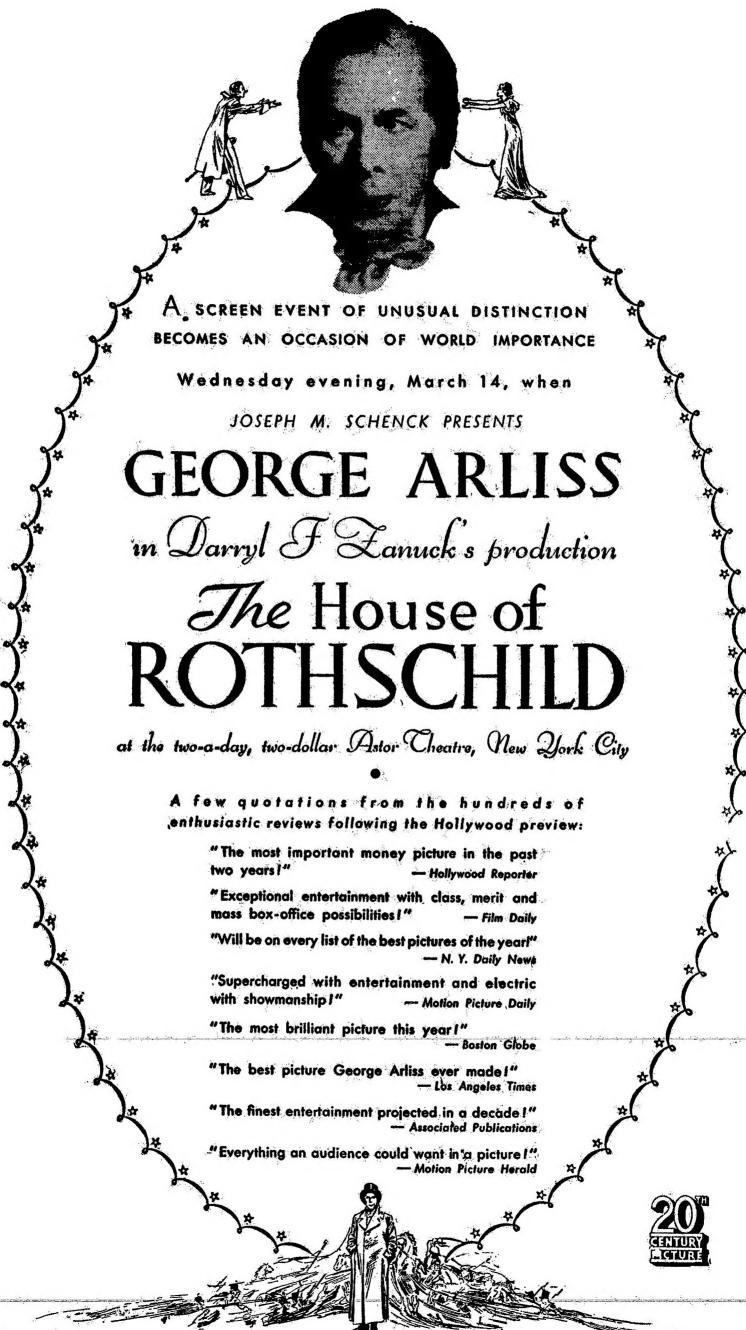
They Resign

Baltimore, March 12. Lou Lynn orchestra, 12 pieces, has eceded from local musicians' union, thereby jumping \$250 fine imposed by Oscar Appel, local prexy of

by Oscar Appel, local prexy of union, after ork played broadcasts and Saturday and Sunday tea dences sans pay.

"Hi-Hat-Club," mitery where Lynn-outift has been spotted since Sep-tember, cut the musickers salaries \$10 per man under scale immediate-ly their non-union status became affective.

Publishing release on the new Cotton Club show, which unveils March 11, has gone to Jack Mills.



Released thru UNITED ARTISTS